

DRAFT

Land Use

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INTRODUCTION: ~~The FUTUREBR Vision~~ Land Use

Baton Rouge's shared vision is of a community that is known for sustainability – in economic, environmental and social equity terms. Baton Rouge's Downtown is strong and vibrant day and night. It's the heart of the region, with abundant opportunities for living, working and recreation. ~~The inner Neighborhoods, as well as neighborhoods throughout the Parish, are thriving and citizens have housing options that are safe and affordable to a variety of income levels. East Baton Rouge Parish has attractive open spaces in every neighborhood, and residents have many desirable options for getting around, including walking, biking, riding transit and driving. The Mississippi River and other waterways are protected and used for multiple purposes.~~

~~East Baton Rouge Parish has an exemplary K-12 school system that offers excellent educational opportunities. East Baton Rouge Parish's colleges and universities are national leaders in a variety of fields and are surrounded by successful neighborhoods that are well linked with Downtown and other parts of the City-Parish. East Baton Rouge Parish's economy is prosperous, with a mix of traditional industries and new business sectors. The Parish is renowned for embracing and cultivating new talent and ideas whether in the arts, business or the public realm.~~

Core Values and Aspirations in the Vision

This vision was developed by a diverse group of residents and stakeholders that provided input through workshops, open houses, interviews, focus groups and survey discussions. Respondents consistently cited the following core values and aspirations they believed should be the foundation for building a vision for East Baton Rouge Parish.

Core values that relate to land use:

Prosperity: All residents have access to a thriving economy with job opportunities in growing diverse businesses.

Equity: All residents have access to a good education, public services, housing and job opportunities.

Diversity: The City-Parish is known for embracing diversity and acceptance of other cultures, ethnicities and groups.

Safety: People feel safe where they live, work and play.

Strong neighborhoods and communities: Neighborhoods in all areas of the City-Parish are desirable places to live and have a range of housing types and nearby amenities to serve residents.

Convenient transportation: There is a variety of choices for moving both people and goods, as well as improving existing ways to move throughout the parish.

Healthy environment: Natural resources are protected and conserved to provide active and passive recreational opportunities for current and future residents.

Sustainability: The future reflects the creativity and resiliency of East Baton Rouge Parish's young residents, with a focus on fiscal, physical, environmental, economic and equitable sustainability.

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A Vision of Land Use Planning

While residents and stakeholders have similar values, goals and dreams, they agree that some change in the status quo is needed, while in other areas, stability and protection of existing assets is required. A compelling vision guides and informs the decision-making process and directs resources toward implementing the vision so that the City Parish can begin moving toward its desired future. FUTUREBR provides the opportunity to make sound, informed choices about how to successfully realize this shared community vision — America's Next Great City.

This element of the FUTUREBR Comprehensive Plan addresses how the East Baton Rouge Vision will be achieved through effective land-use planning. The Comprehensive Plan is a statement of policy and therefore is not a regulatory document. The goals and policies at the end of this element will guide the city's regulatory system — including the Unified Development Code (UDC), subdivision of land, interaction of land use and transportation planning, and economic development. The goals and policies also provide guidance to land-use decisions.





The Most Important Elements of the Vision

A Parish of Distinct Neighborhoods and Districts

Baton Rouge, by its history and nature, is organized into neighborhoods and districts. Think of how well parish residents describe where they live or work – Downtown, the Garden District, Spanish Town, Scotlandville, Mid City. These are all districts or neighborhoods, each with distinct characteristics. While other important elements of urban community form exist, such as commercial corridors or industrial areas, a parish concept of foundational, cohesive districts will both match the existing developments and also be easy to describe as new additions are recommended in the plan. So the fundamental starting point of the plan should be defining these areas – not just a map of districts, but understanding what defines the district character and what ties everything together.

Concept of Self Reliance and Complete Design

To be cohesive, districts typically share common characteristics – architecture, history, or civic institutions such as a school or park, or a common ethnic background among many of the residents. The district concept becomes especially useful when combined with land-use and transportation concepts. One of the fundamental goals of this plan is to develop a more resilient, pedestrian-friendly, prosperous East Baton Rouge Parish. Applying these ideas to a district concept leads to the idea of more self-contained districts, where one can find many of the residents' or workers' daily needs close by – a short drive or even a short walk – within 20 minutes.

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WHAT MAKES AN AREA PEDESTRIAN-FRIENDLY?

In the ideal pedestrian-friendly neighborhood, most daily needs can be satisfied within a short walk from home and work. The factors that influence how easy and enjoyable it is for residents to walk for their daily needs are critical.

In many urban areas, nearly a third of the variation in pedestrian activity can be attributed to environmental qualities such as cleanliness, sidewalk continuity landscaping, seating, shade, and curb ramps, as well as the availability condition of street furniture, quality of paving materials, noise and odors.¹

Street network characteristics such as configuration, compactness, and connectivity influence the frequency with which people drive, walk or ride a bike. Denser, connected street networks correlate with fewer motor vehicle trips, fewer miles traveled and improved pedestrian access.²

¹—Kim and Pant 2007. Sit, stand, or sell: the impact of street furniture on pedestrian level of service. University of Hawaii.

²—Marshall and Garrick 2009. Street network types and road safety. Urban Design International.

The 20-minute Neighborhood Concept

Many residents of East Baton Rouge Parish would say that their quality of life is partly related to where they live and how easy effortless it is to get to work, get kids to school, get involved with neighbors or have access to a local park. FUTUREBR sees the concept of the “20-minute neighborhood” – where residents can walk to essential amenities and services in 20 minutes – as a vital element of a healthy neighborhood. While many will prefer to drive, others prefer walking to further enrich their own daily experience and to contribute to their quality of life.

With FUTUREBR, the people who design your streets, transportation systems, parks and sewers should will bring the concept of the 20-minute neighborhood to areas outside the City-Parish core. The 20-minute neighborhood’s goal is to build projects that provide a range of amenities —including— open spaces, grocery stores, workplaces, libraries, events, and schools—close to home, whether this occurs on foot or by transit, bike or car.



Types of Neighborhoods and Districts

There are many different types of neighborhoods, each with unique characteristics. Traditional neighborhoods built before the 1950s, such as Spanish Town, Beauregard Town and the Garden District, feature a grid **pattern** of streets **with small lots** and have ~~many~~ commercial and service uses integrated into the neighborhood fabric. Neighborhoods such as Sherwood Forest, Shenandoah and Oak Hills Place, built since the 1960s, have a discontinuous street pattern and are more auto-oriented, consisting of single-family homes on large lots, shopping centers and parks. ~~Areas such as Mid City are evolving from a series of neighborhoods and transportation corridors into vibrant mixed-use districts.~~

FUTUREBR envisions retaining the best and most cherished aspects of the districts while allowing them to evolve to meet the challenges of future growth, **such as Mid City neighborhoods working together to evolve into vibrant mized-use districts.** ~~Through the public involvement workshops and other outreach efforts, district residents helped paint the picture of how these areas can be changed for the better.~~

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East Baton Rouge Parish Vision Map

The Vision Map is made up of Building Blocks, which represent collections of urban design concepts, and transportation elements that make up the City-Parish. These Building Blocks form the basis for more specific land-use plan categories, which in turn help inform zoning and regulatory policy on the ground. It is not a regulatory map, but serves as a guide for the land-use plan as a whole. It provides a long-term reference for decision makers and citizens over the life of the Comprehensive Plan.

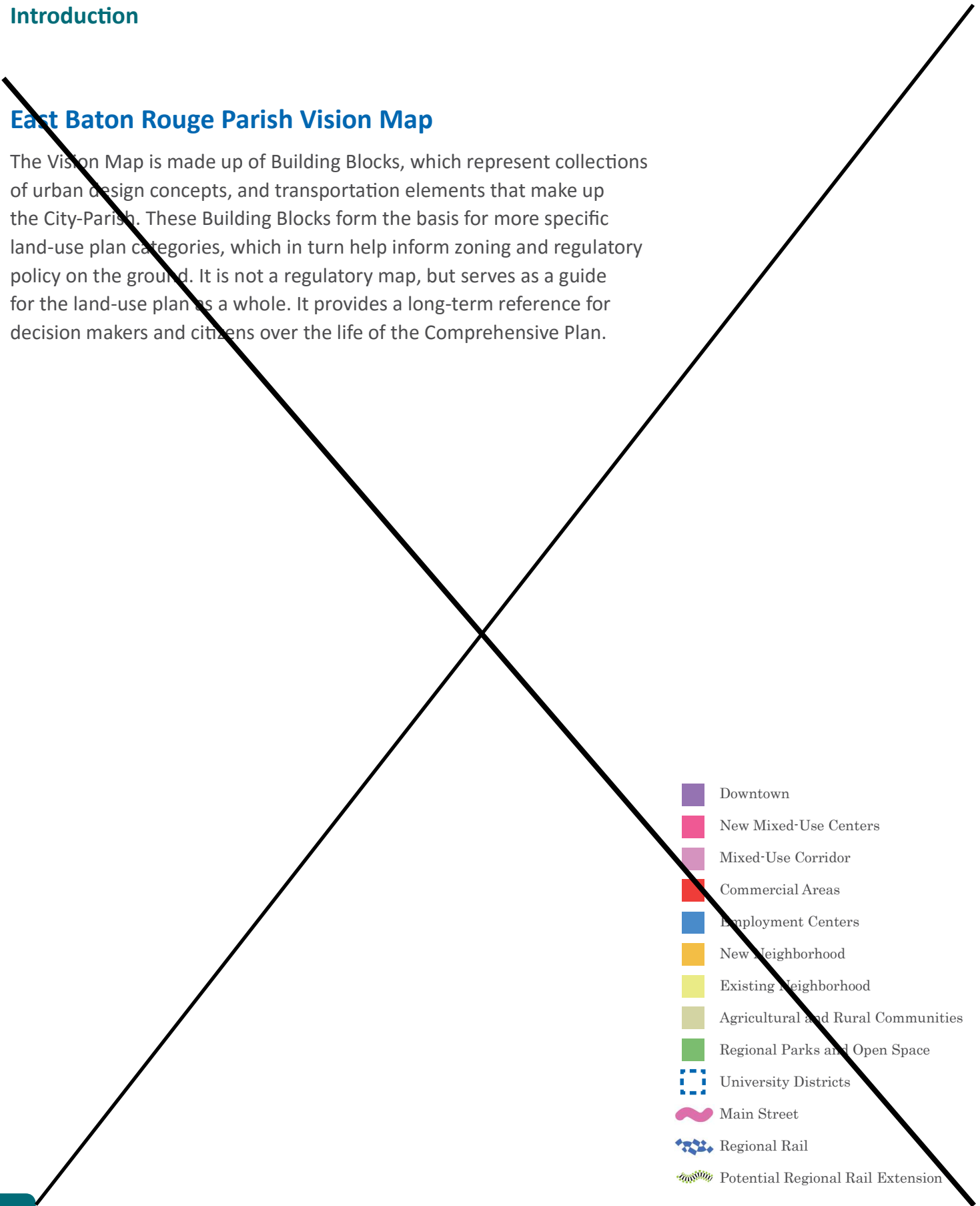













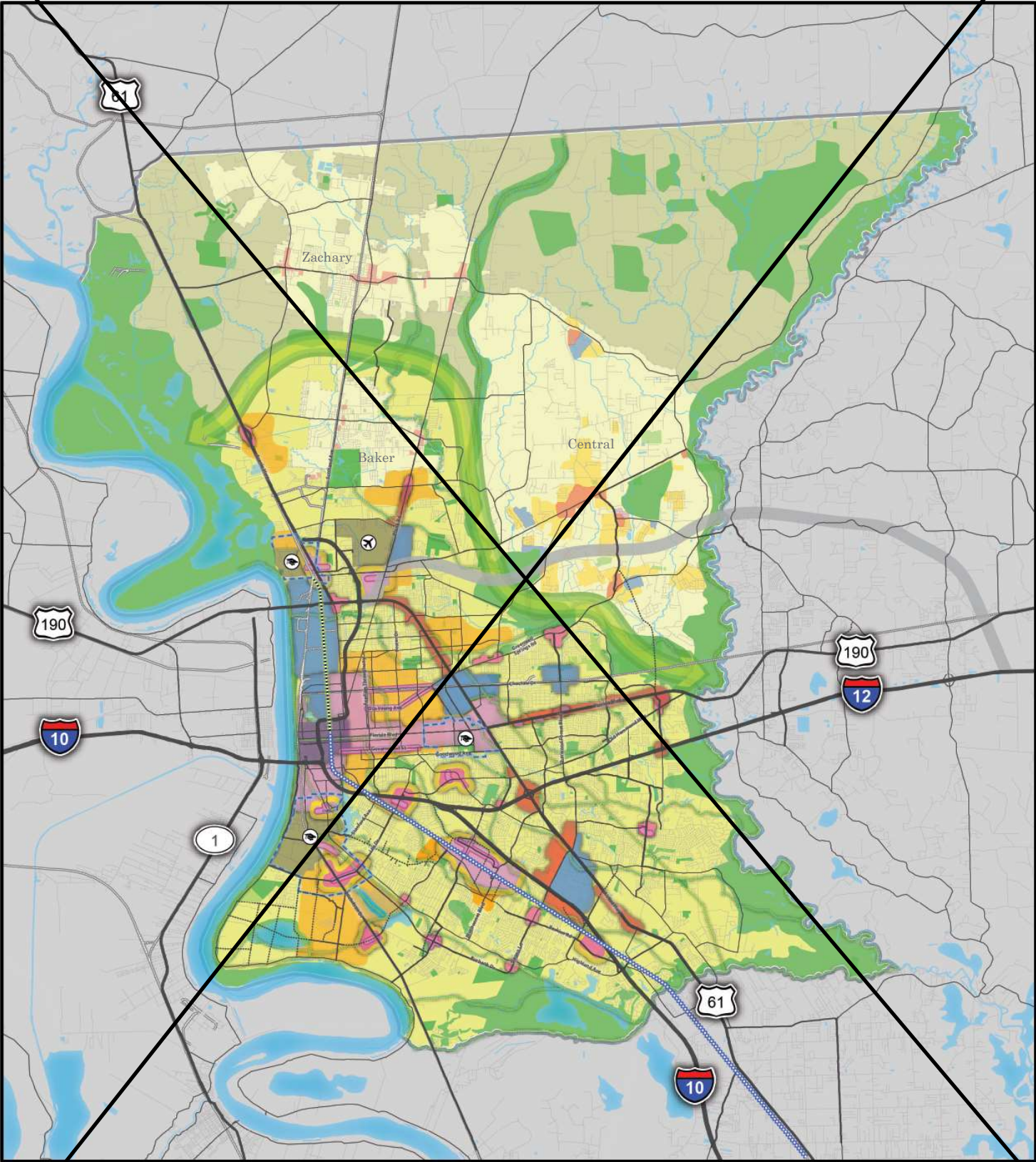
- 
-  Downtown
 -  New Mixed-Use Centers
 -  Mixed-Use Corridor
 -  Commercial Areas
 -  Employment Centers
 -  New Neighborhood
 -  Existing Neighborhood
 -  Agricultural and Rural Communities
 -  Regional Parks and Open Space
 -  University Districts
 -  Main Street
 -  Regional Rail
 -  Potential Regional Rail Extension

Figure 1: Vision Map



Source: Fregonese Associates

The following sections describe the history and trends affecting East Baton Rouge Parish, its present and future role in the region, and the land-use and transportation scenario process that was used to develop a strategy for the City Parish's future.

PART 1: East Baton Rouge Parish – Past, Present, and Future

East Baton Rouge Parish is the central parish within the Greater Baton Rouge metropolitan area, home to the City of Baton Rouge, which is the state capital of Louisiana. The metropolitan statistical area (MSA) includes eight other parishes: Ascension, East Feliciana, Iberville, Livingston, Point Coupee, St. Helena, West Baton Rouge, and West Feliciana.

THE PLAN OF GOVERNMENT AND HORIZON PLAN

Figure 2: Baton Rouge MSA



Part 1: Past, Present and Future

The citizens of the City of Baton Rouge and East Baton Rouge Parish recognized the need for a ~~new~~ Comprehensive Plan and voted to amend the Plan of Government to require comprehensive planning in 1988.

The award-winning Horizon Plan was the first locally-mandated comprehensive planning resolution in Louisiana. Adopted in 1992, the Horizon Plan's primary emphasis was to identify major issues that ~~will~~ influence future growth, to decide the actions necessary to address these issues, and to propose specific strategies that help the City-Parish target its resources in the most efficient manner. The original resolution called for five-year updates to the plan to monitor growth and development trends, with a major overhaul in 20 years.

In conjunction with Hurricanes Katrina and Rita, the City-Parish experienced an influx of 75,000 new residents. The City-Parish's infrastructure struggled to handle the additional demand. The experience of population growth in the aftermath of the hurricanes helped the City-Parish leadership decide to fast-track the development of the 20-year update to succeed the Horizon Plan, known as FUTUREBR.



THE 1988 AMENDMENT TO THE PLAN OF GOVERNMENT

(a) A Comprehensive Master Land Use and Development Plan for the physical development of the metropolitan area of East Baton Rouge Parish and the City of Baton Rouge shall be adopted by the Planning Commission and Metropolitan Council within two years of the passage of this amendment to the Plan of Government. The Comprehensive Plan shall include but not be limited to the following elements:

- (1) A future land-use element;
- (2) A traffic circulation and mass-transit element;
- (3) A wastewater, solid waste, and drainage element;
- (4) A conservation and environmental resources element;
- (5) A recreation and open space element;
- (6) A housing element;
- (7) A public services and facilities element, which shall include but not be limited to a capital improvement program;
- (8) A public buildings and related facilities element;
- (9) Development and redevelopment;
- (10) Health and human service element; and
- (II) Methods of financing to implement recommendations.³

³—East Baton Rouge Parish Plan of Government
<http://www.brgov.com/plan/ch10.htm>

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Part 1: Past, Present and Future

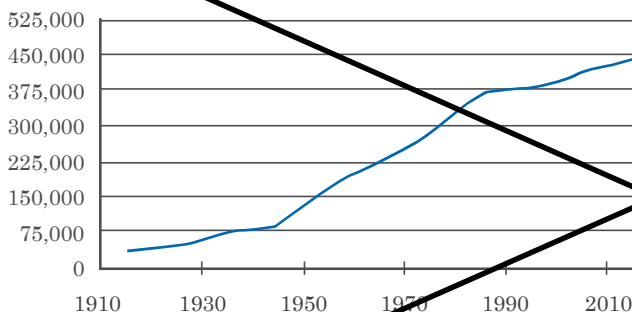
Population Trends (Update to match Housing)

East Baton Rouge Parish is the most populous parish in Louisiana. In the last two decades, from 1990 to 2017⁴, East Baton Rouge Parish has experienced a 17 percent increase in its population, from 380,699 to 446,268. That is an average increase of 0.73 percent per year, which is faster than the state of Louisiana (0.36 percent), but slower than the MSA, which grew slightly faster at 1.26 percent per year.⁴ In fact, the nine-parish MSA has grown at an even faster pace than researchers had projected. The 2010 U.S. Census results show the MSA now has a population of just more than 800,000. The MSA's population was 705,973 in 2000, and it was not expected to surpass 800,000 until sometime in 2013.

During the past three decades, the portion of the region's population living in East Baton Rouge Parish has declined steadily. Figure 4 shows the population of East Baton Rouge Parish as a share of the Baton Rouge MSA population from 1980 to 2009. The Parish's population grew by more than 68,000 during 29 years yet its share of region-wide population declined from 62 percent to 55 percent.

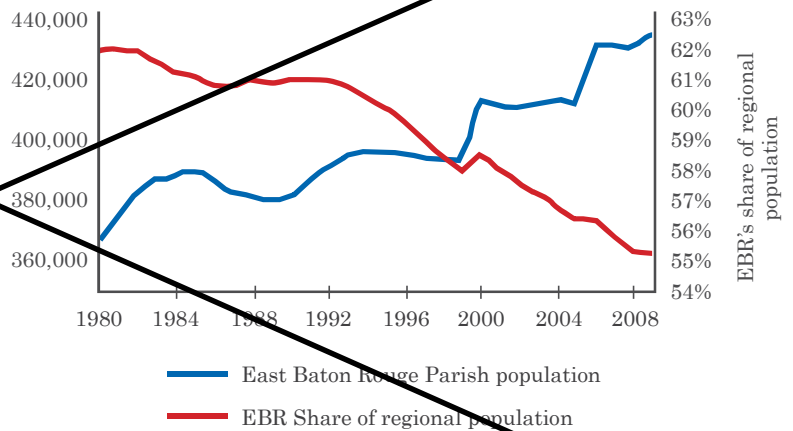
Although population growth in the MSA has surpassed the expected forecast, East Baton Rouge Parish is not maintaining its share of this growth.

Figure 3: East Baton Rouge Parish's Historic Population Growth, 1900-2010



Source: U.S. Census Bureau

Figure 4: East Baton Rouge Parish's Population and Share of Baton Rouge MSA Population, 1980-2009



Source: U.S. Census Population Estimates

⁴ U.S. Census Population Estimates, 2009.

Part 1: Past, Present and Future

Where Have Parish Residents Been Going?

East Baton Rouge Parish is losing residents to neighboring parishes. Migration data show that when residents leave the City-Parish, they most often remain in the area and relocate to another parish in the Baton Rouge MSA. Between 2001 and 2008 EBRP experienced a net loss of residents to other parishes in the MSA during all years but one, the exception being 2005-2006, when East Baton Rouge Parish experienced a significant population increase due to effects of Hurricane Katrina. Data from IRS individual tax returns show that since 2001, East Baton Rouge Parish has seen both in-migration and out-migration, but an overall net loss of 2,700 residents per year on average.⁵

⁵—SOI Tax Stats Migration Data, 2010. Data are based on year-to-year address changes reported on individual income tax returns filed with the IRS. The number in this report refers to the number of “exemptions” reported on returns. It approximates the number of individuals who migrated, but does not capture those who are not required to file income tax returns and thus under-represents those with lower incomes, the elderly and late payers.

Figure 5: Parish Population Growth Map, 2000-2010.



Source: The Advocate

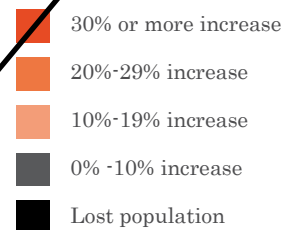


Table 1: Net Migration in East Baton Rouge Parish, 2001-2008

	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008
Total	-2,950	-2,002	-1,870	-2,841	8,416	-3,316	-3,725
Outside Louisiana	-1,365	-629	-320	-1,084	-2,701	-538	18
Louisiana	-1,585	-1,373	-1,550	-1,757	11,117	-2,778	-3,743
Livingston	-1,848	-1,521	-1,660	-1,554	-1,414	-1,119	-1,408
Ascension	-824	-1,213	-1,092	-1,301	-1,111	-1,090	-666
West Baton Rouge	67	179	-89	93	-35	-90	-45
East Feliciana	79	46	48	29	58	106	-112
Iberville	127	138	184	154	-38	133	-76
Pointe Coupee	49	39	106	57	-10	-4	82
West Feliciana	0	-1	50	-12	45	25	12
St Helena	22	19	14	-10	-71	-19	-20
Jefferson	49	35	126	82	1,924	-157	-155
Orleans	21	114	34	54	9,561	-875	-1,445

It is important to note that these numbers represent tax returns, not individuals. They are a better approximation of households than individuals, although not all couples file jointly, and not all individuals are required to file.

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Part 1: Past, Present and Future



Employment Trends (Update to match Economic Development)

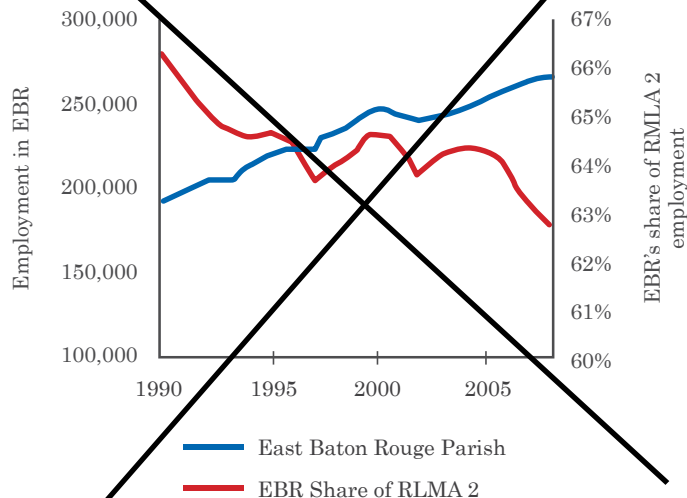
The majority of workers in the region continue to commute into East Baton Rouge Parish because it is the hub of employment. Roughly 70 percent to 80 percent of workers in the metropolitan region commute to a job within East Baton Rouge Parish each day. The Parish accounts for half of the new jobs created in the region. ~~Since 2000, in the past decade (2000 to 2009),~~ East Baton Rouge Parish's share of regional employment ~~has~~ decreased from 66 percent to 63 percent, meaning that outlying areas saw greater employment growth than East Baton Rouge Parish. The data shows a recent, but modest upswing in the share of employment since 2008. In this same time, East Baton Rouge Parish has continued to have a high concentration of jobs compared to population regionally.

~~East Baton Rouge Parish has a history of strong employment growth. Since 2001, employment growth in East Baton Rouge Parish has been strong compared to the state, particularly in the sectors of professional services, health, education, food and lodging, and construction.~~

~~More detailed information on East Baton Rouge Parish's employment sectors and outlook can be found in the Economic Development element of this plan.~~

Part 1: Past, Present and Future

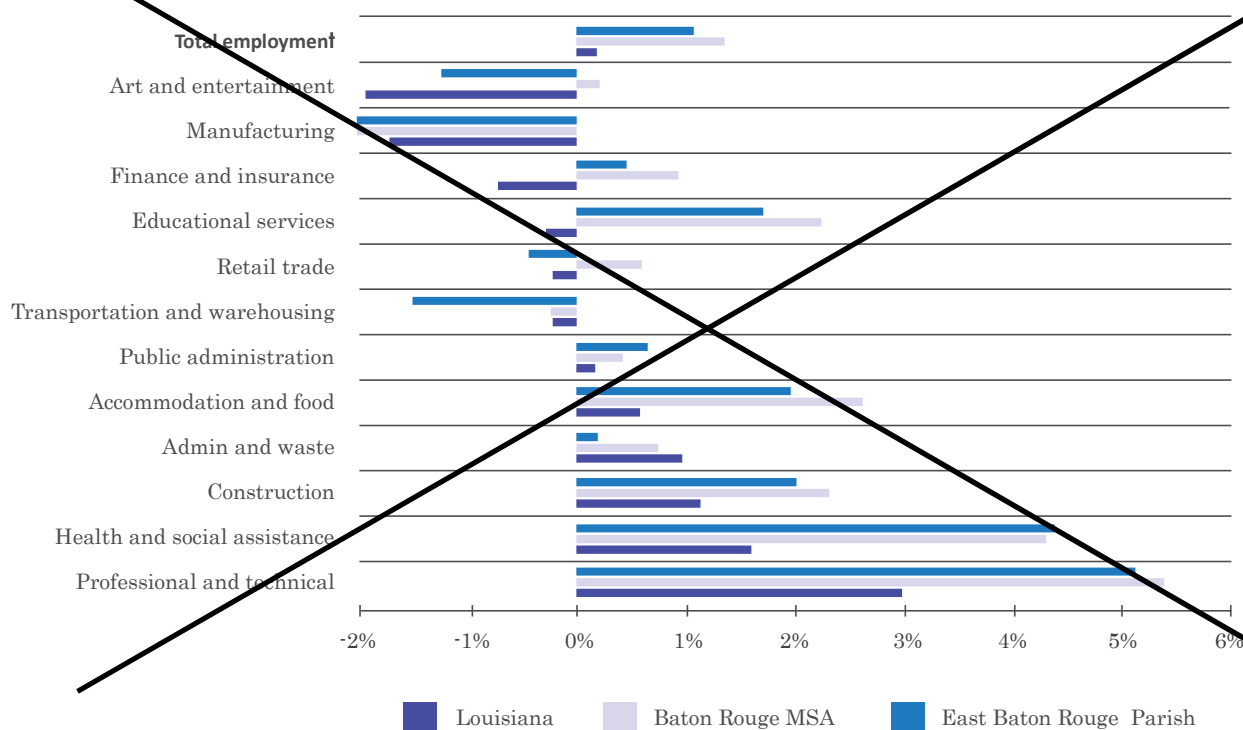
Figure 6: Regional Employment Share,
Total Employment in East Baton Rouge Parish and as Percentage of
Regional Labor Market, 1990-2009



Note: RLMA 2 refers to the Baton Rouge Regional Labor Market Area, as defined by the Louisiana Workforce Commission, which includes the following parishes: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, Tangipahoa, Washington, West Baton Rouge, and West Feliciana.

Source: Louisiana Workforce Commission. http://www.laworks.net/Downloads/Downloads_LMI.asp#EmployWageAnnual

Figure 7: Historic Average Annual Employment Growth, 2001-2008



Source: Louisiana Workforce Commission, Bureau of Labor Statistics

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Part 1: Past, Present and Future

Forecasting Population Growth

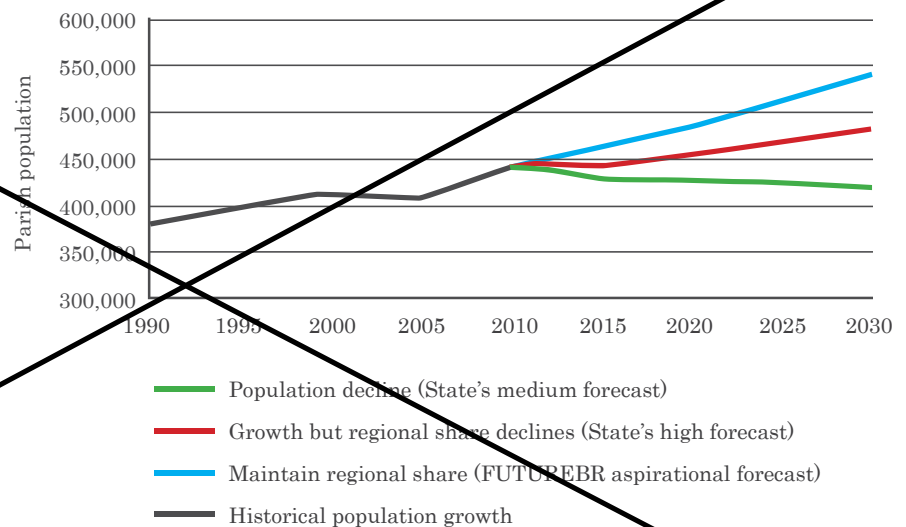
FUTUREBR is based on an aspirational population forecast that projects the Parish will retain its proportional share of the region's population and employment. This is in contrast to the State of Louisiana's 2030 population forecast. Under the state forecast, while the Baton Rouge MSA would see an increased population, East Baton Rouge Parish would lose population, with more growth going to surrounding parishes.

It is possible to achieve this aspirational forecast and bring vitality and reinvestment to the Parish. It will require careful planning to retain and attract new people, in conjunction with improvements in the transportation system, the school system and a reduction in the crime rate. The following describes how changing demographic trends, both nationwide and in the City-Parish must be considered as a part of East Baton Rouge Parish's strategy for growth, revitalization and reinvestment.

FIGURE 7 ILLUSTRATES THE DIFFERENT POSSIBLE POPULATION GROWTH SCENARIOS FOR EAST BATON ROUGE PARISH

- The FUTUREBR **aspirational** forecast (blue) assumes that the City-Parish maintains its regional share of growth, resulting in an increase of 115,000 people between 2005 and 2030.
- The State **"high"** population forecast for East Baton Rouge Parish (red) assumes that the parish grows, but continues to lose proportionally to the region depicts an increase of 48,000 households, with an average household size of 2.4.
- The State **"medium"** population forecast for East Baton Rouge Parish (green) depicts a forecast decline in population between 2005 and 2030.

Figure 8: FUTUREBR Aspirational forecast compared with State of Louisiana population forecasts for East Baton Rouge Parish



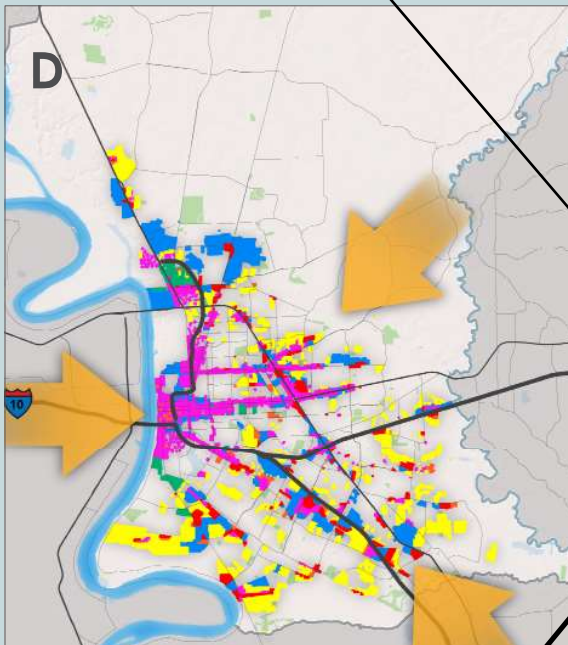
Source: State of Louisiana Population Projections, Medium Forecast

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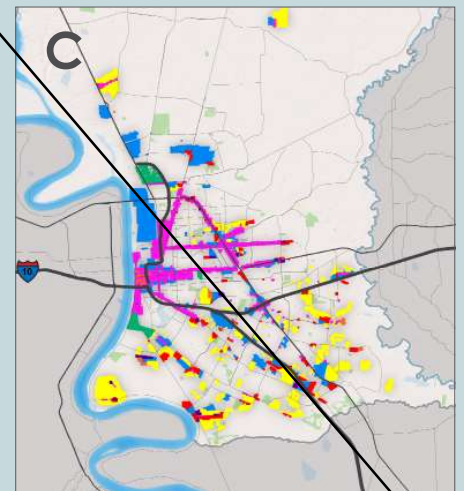
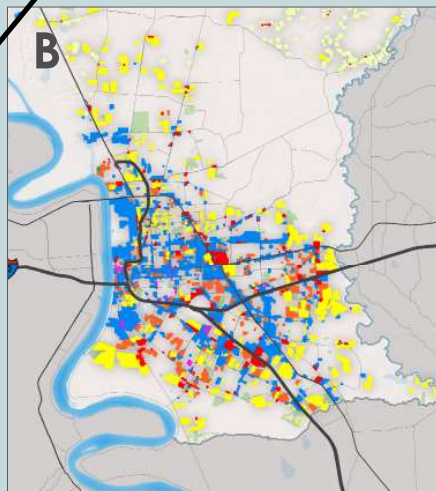
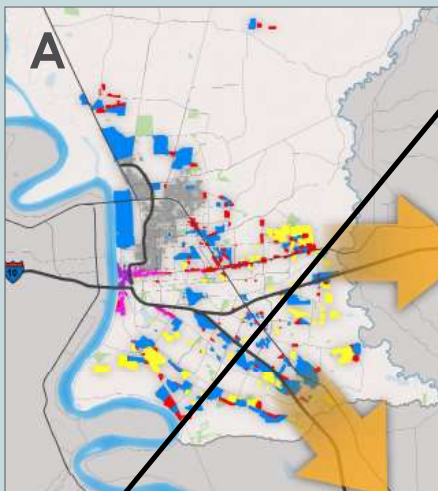
LEARNING FROM SCENARIOS

The East Baton Rouge Parish team created four initial growth and transportation scenarios based on past trends and public workshop input. These were primarily “learning scenarios” meant to test a range of growth impacts, from the amount land consumed by new development, to the density of neighborhoods and job centers, and performance of the transportation system. Scenarios included (A) the base case based upon the MPO regional forecast, (B) the compiled workshop results, (C) the Louisiana state forecast, and (D) the strategic scenario that used ideas from the workshops.

The Strategic Scenario was created to best meet the goals of East Baton Rouge Parish and maintain its status as a jobs and population center: increased infill and redevelopment, housing that meets the needs of residents, a greater capture of regional growth in population and jobs, and more efficient transportation and transit systems. The Strategic Scenario also incorporates many of the workshop ideas. Compared to the Trend Scenario, which was built on the regional forecast, the Strategic Scenario would result in significant growth and reinvestment in the city.



One of the key inputs to the FUTUREBR Comprehensive Plan was a series of exploratory land use and transportation scenarios that modeled alternative futures.



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Part 1: Past, Present and Future

Relevant Demographic Shifts (Update to match Housing)

Declining Household Size

Decades ago, the housing market was most focused on providing single-family housing that met the needs of families with children. Today, the majority of new households are made up of one and two people, a trend that is expected to continue into the future. These small households may be any age, ranging from students and young professionals to retired seniors.

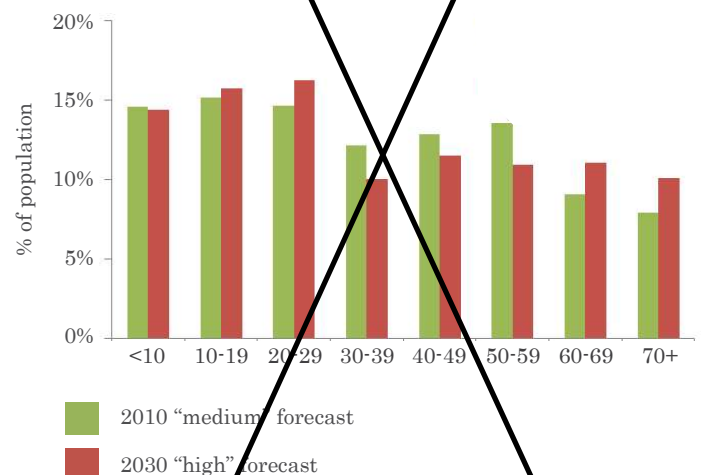
The trend toward smaller households stems partially from aging baby boomers (persons born between 1946 and 1960). Baby boomers are a major demographic group with specific housing needs, since they are more likely to have just one or two people after their children move away. Many baby boomers will seek housing that is convenient, social, and low maintenance – like much of the housing found in medium and higher-density urban neighborhoods.

In addition, younger adults seek out housing that is pedestrian friendly, convenient, diverse and balanced. Consumer research suggests that those in their 20s and 30s (known as Generation Y) represent the largest target group of people interested in living in urban environments.⁶ Research by the Brookings Institution has also found that people aged 25-34 went from less than 15 percent to almost a quarter of Downtown residents between 1970 and 2000 in 44 selected cities.

⁶ RCLCO. "Post-Recession Housing Trends and Consumer Preferences." Charlie Hewlett and Melina Duggal, November 2010.

By 2030, if East Baton Rouge Parish is able to retain and attract a younger population, the region will have more people under the age of 30 as well as older people over the age of 60.

Figure 9: EBR Parish Population Forecasts by Age, 2010 and 2030



Source: State of Louisiana Parish-level Population Projections for East Baton Rouge Parish, 2010-2030 (High Series Data); Census 2010 Redistricting Data.

Note: The 2010 medium forecast was used because at the time of press, detailed age data was not yet available from the 2010 Census. 2009 ACS data was incompatible with the age categories from the State of Louisiana forecast.

Part 1: Past, Present and Future

Increasing Population Diversity

Compared to national averages, East Baton Rouge Parish is likely to become more ethnically and racially diverse by 2030. Under the state’s “high” population forecast, the share of African American residents is expected to exceed the share of white residents by more than 20 percent. Like other southeastern regions, East Baton Rouge Parish will likely see an influx of Hispanic newcomers who are typically younger than the average resident. Nationally, the median age of the Hispanic population is 28.7 years, compared to 38.1 years for the population as a whole. These new residents will need homes and neighborhoods to raise their families, schools within walking distance, and easy access to jobs via the transportation network. Figure 10 shows the projected change in racial distribution between 2010 and 2030.

By 2030, the State of Louisiana predicts in its “high” forecast that 63 percent of the population in the Parish will be African American, 30.1 percent will be white, and 7.5 percent will be of other races. According to the Census, 3.7 percent of the population was of Hispanic descent in 2010. Figures 9 and 11 gives a breakdown of the population projections by age and race in 2010 and 2030.

Figure 11: Change in Racial Distribution Between 2010 and 2030 in East Baton Rouge Parish

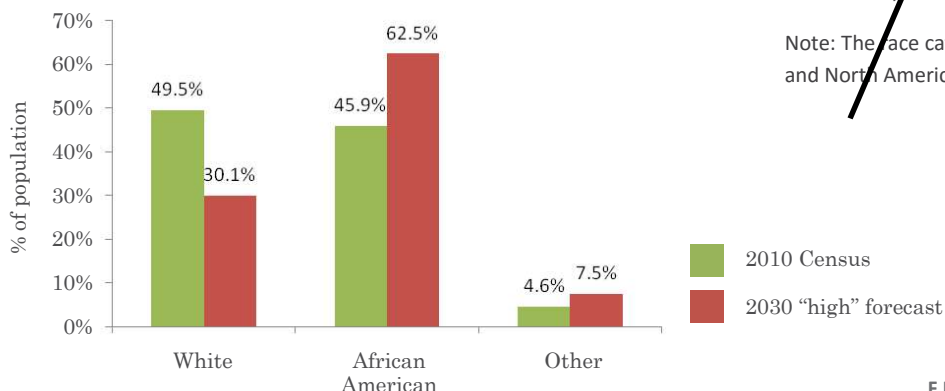


Figure 10: State of Louisiana “Medium” Forecast for East Baton Rouge Parish in 2010 by Age and Race

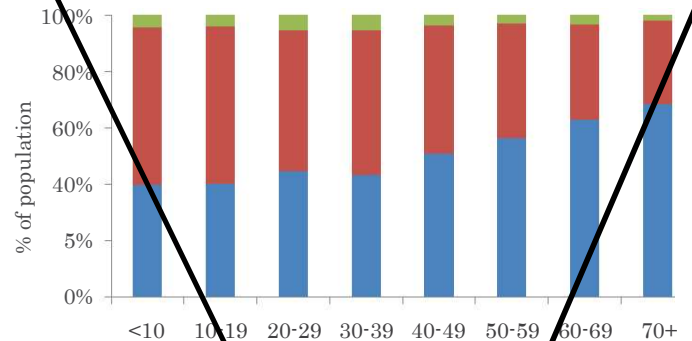
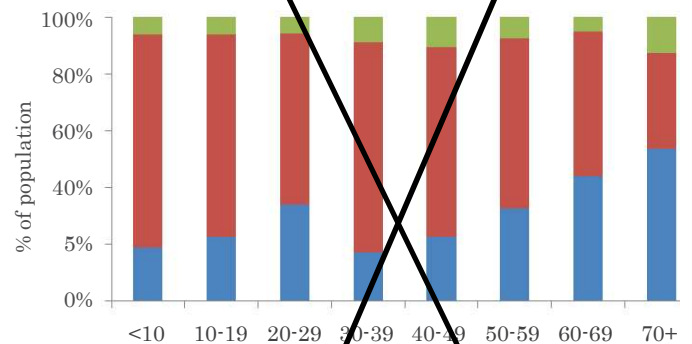


Figure 12: State of Louisiana “High” Forecast for East Baton Rouge Parish in 2030 by Age and Race



Other
African American
White

Source: State of Louisiana Parish-level Population Projections for East Baton Rouge Parish by Race (High Series Data, Middle Series Data) Census 2010 Redistricting Data

Note: The race category ‘other’ includes Asian or Pacific Islanders and North American Indian or Eskimo.

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Part 1: Past, Present and Future



Attracting and Retaining a Young Workforce

The City-Parish will specifically need to retain and attract people who today are in their 20s and 30s (and encourage recent LSU and Southern graduates to stay in the Parish) in order to grow and keep pace regionally. As identified in the *Economic Development* element of the Plan, East Baton Rouge Parish has identified several priority economic sectors where these new graduates could work. These clusters drive a significant portion of the Baton Rouge region's economy. They include advanced manufacturing, corporate facilities and headquarters operations, digital media, emerging energy and bio-fuels, entertainment and film production, specialty chemicals, and specialty medical/biomedical with a concentration on obesity and diabetes.

Income and Education

Income and higher education are significant indicators and drivers of a strong regional economy. As of 2009, East Baton Rouge Parish households were generally wealthier than the state average, though slightly less prosperous than the entire Baton Rouge MSA. There is a significant racial disparity in household income in East Baton Rouge Parish, particularly in the lowest and highest income brackets.

A comparison with several peer cities, including Charlotte, North Carolina; Austin, Texas; and Birmingham, Alabama illuminates the City of Baton Rouge's assets and the challenges it faces. Compared to household income in Birmingham, the City of Baton Rouge has the advantage of a substantially larger portion of the population making more than \$100,000 annually. But compared to Charlotte and Austin, Baton Rouge has a much larger portion of the population living in poverty and a lower percentage of higher earners. Within the middle income range, Baton Rouge Parish is on par with its peers.

Part 1: Past, Present and Future

Figure 13: Household Income Comparisons for Baton Rouge, Louisiana

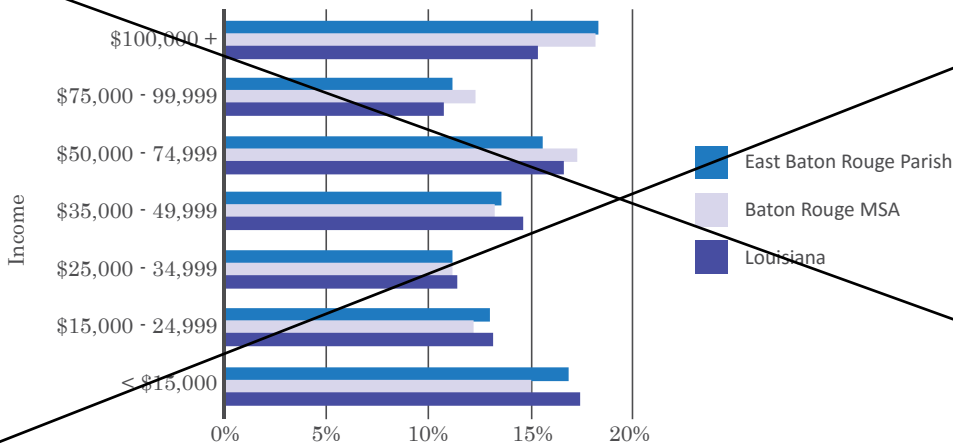


Figure 14: Household Income Comparisons for Austin, Charlotte, and Baton Rouge

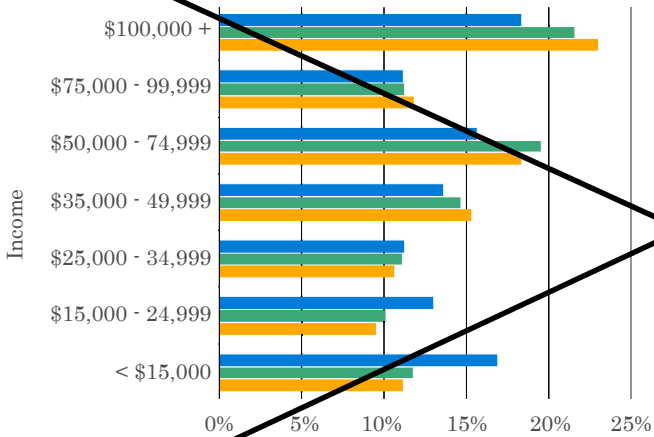
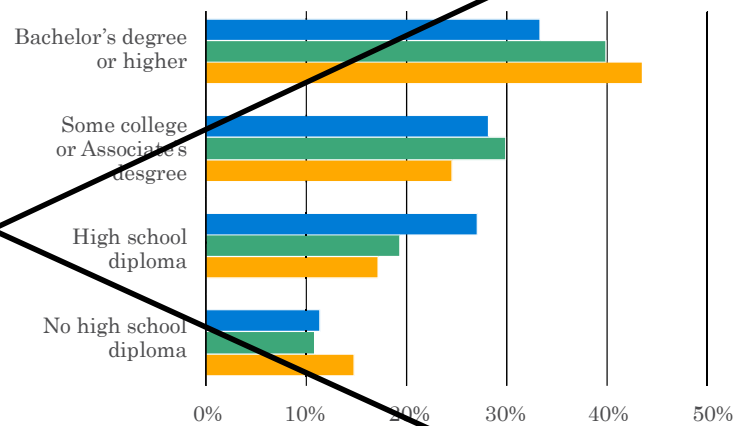


Figure 15: Educational Attainment in Charlotte, Austin, and East Baton Rouge Parish



Education levels follow the same trend as income: East Baton Rouge Parish has the foundations of a highly educated workforce but lags in residents with a bachelor's degree or higher when compared to Austin and Charlotte.

Source for figures 12, 13 and 14: US Census, 2009 American Community Survey 1-Year Estimates

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Part 1: Past, Present and Future



Housing Analysis (Update to match Housing)

Most ownership housing in East Baton Rouge Parish consists of single-family detached homes, which points to an opportunity to build townhomes, condos and cottage homes that are ownership products attractive to more diverse populations. If local and national trends hold true, much of East Baton Rouge Parish's future demand for ownership units will be in ~~condo units~~, smaller ~~housing types~~ townhomes and compact single family homes.

These trends also mean rental housing is projected to be a long-term need in the City-Parish. Rental housing offers flexibility for individuals and families in an age when job markets are in flux and mortgages are more difficult to obtain. In terms of affordability, there are many renters and owners living in housing that is not affordable to them. Approximately 51 percent of East Baton Rouge Parish's renters are spending more than 30 percent of their incomes on housing, and those hardest hit are households earning the least. Unaffordable housing costs have most greatly affected renter households earning less than \$15,000, making them particularly prone to overpaying – spending more than 35%, 40% or even 50% of their incomes on housing. Currently, rental housing in East Baton Rouge Parish is designed for lower income renters, perpetuating the stark income divide between renters and owners in the Parish. The market is under-producing high quality rental options affordable to households earning less than \$15,000 ~~and those earning more than \$35,000.~~

~~A more detailed discussion of the City-Parish's housing needs is in the Housing element of this plan.~~

Current Land Use Conditions

Land Supply for New Development

East Baton Rouge Parish encompasses approximately 300,000 acres of land (470 square miles). Removing the cities of Baker, Central and Zachary, the FUTUREBR planning area is just over 240,000 acres. While the majority of the land is already developed, there is still a significant supply of land available for growth in the next 20 to 30 years.

Figure 16: East Baton Rouge Parish Land Inventory

Geography	Acres
Total Parish area	301,158
FUTUREBR study area (City and unincorporated Parish)	240,898
Developable land - total	129,106
Currently undeveloped land	106,198
Agricultural and rural	22,908
Environmentally constrained land - total	110,223
Open water	14,494
Wetlands	31,058
Land within base floodplain (excluding wetlands)	64,671
Unconstrained land (outside floodplain, wetlands, open water)	130,675
Urban service area - total (sewer, water)	125,591
Buildable land, targeted for new development (developable, unconstrained and urban service areas)	17,623

Source: Fregonese Associates

LAND USE

Part 1: Past, Present and Future



Environmental Constraints on Development

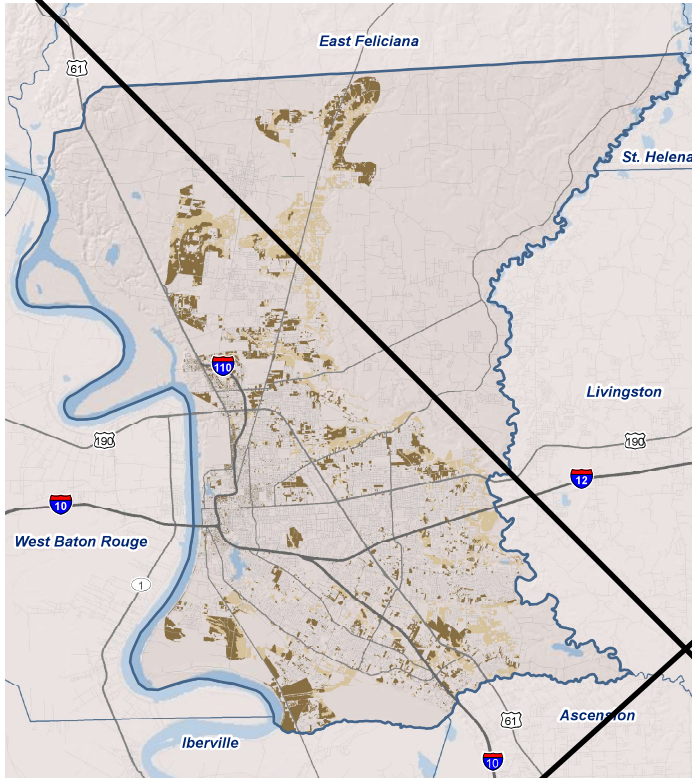
Located within the delta of the nation's largest river system, land in East Baton Rouge Parish is strongly influenced by water, including lakes, waterways, wetlands and floodplains. In addition to the 45,000 acres of land constrained by wetlands and open water (nearly 20% of City-Parish land), over a quarter of City-Parish land is affected by the base floodplain, also known as the "100-year" floodplain. These areas can be a constraint on development for both ecological and practical reasons. Building in the floodplain is common practice in the region, but it ~~comes with significant risk and is not a best practice. It is inherently more expensive to build within the floodplain and subjects the development to greater risk of flooding.~~ Given the availability of land not affected by environmental constraints, development in the base floodplain should be **subject to heightened review and stronger regulations** ~~discouraged and avoided where possible.~~

"Developable" land accounts for roughly one-third of the City-Parish area, based on the existing land use. Approximately 35 percent of that developable land is within the reach of existing urban services, which indicates the extent served by City-Parish water and sewer lines. Outside the service boundary, much of the undeveloped land is zoned for rural and agricultural use, including approximately 30,000 acres of prime agricultural land. To preserve productive farm land, forests, and rural open space within the Parish, new development and infill should be focused inside the existing network of urban infrastructure.

In addition to land available for new development, there is widespread potential for redevelopment on land with existing buildings in many areas of the parish. Infill and redevelopment will be particularly important in areas that are centrally located and easily accessible, and where existing land use does not best serve community desires. Strategies for infill and redevelopment are discussed in greater detail later in this element.

Part 1: Past, Present and Future

Figure 17: Land Targeted for New Development

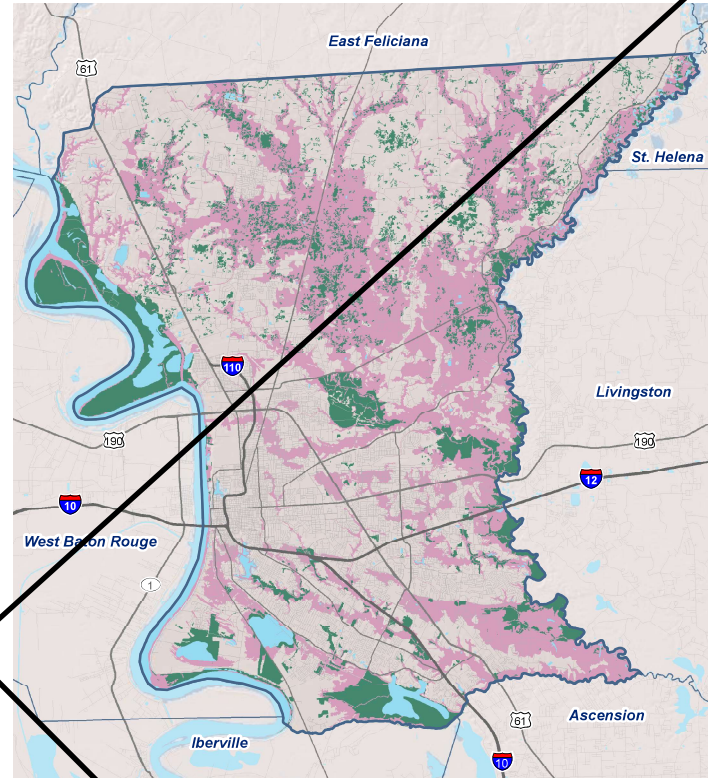


Source: Fregonese Associates

- Buildable lands excluding open water, wetlands and floodplains
- Buildable lands excluding open water and wetlands

To preserve productive farm land, forests, and rural open space within the Parish, new development and infill should be focused inside the existing network of urban infrastructure, and where land is unconstrained by environmentally sensitive areas, such as waterways, wetlands and floodplains.

Figure 18: Environmentally Constrained Land



Source: Fregonese Associates

- Open water
- Wetlands
- 100-Year floodplain

Wetlands, lakes and waterways are constraints to development. Floodplains are also an important consideration, and development should be discouraged within the base floodplain.

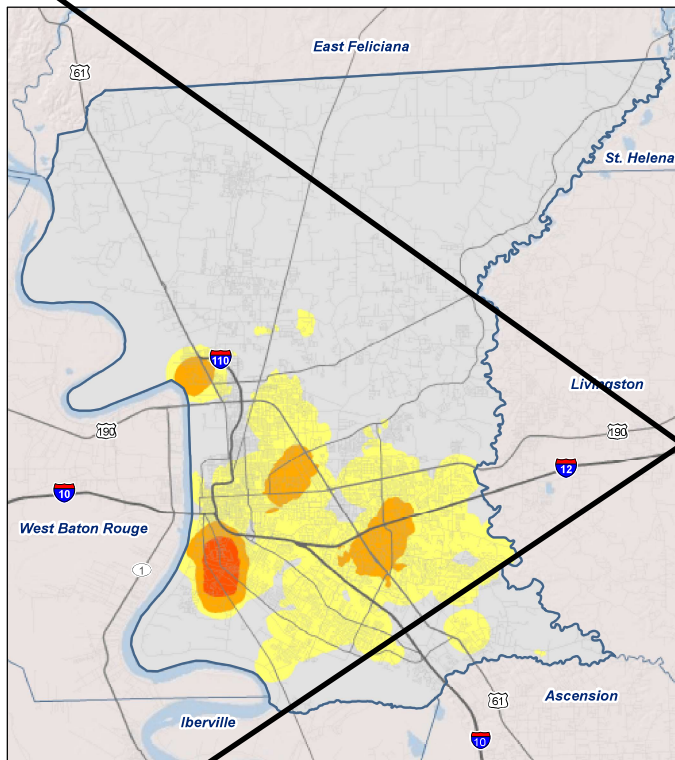
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Part 1: Past, Present and Future

Distribution of Housing and Employment Today (Update to match Housing)

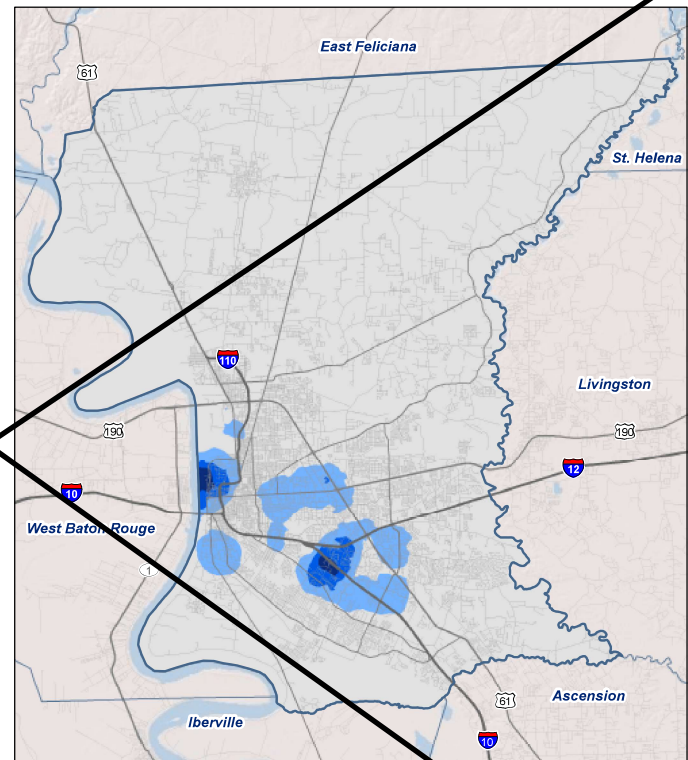
Housing in East Baton Rouge Parish consists largely of single-family homes in existing neighborhoods. Some of the oldest, inner ring neighborhoods have excellent connectivity because of a continuous street grid, while many of the more recent housing developments have a disconnected street network and isolated land uses. Multi-family housing is available throughout the City-Parish, typically located in clusters along major arterials and bordering commercial centers. ~~Most of the new planned unit developments (PUD) built in the last five years have occurred around the periphery of the developed area of the City-Parish. Shown in red in Figure 19, employment is concentrated in downtown Baton Rouge, along the corridors of Florida Boulevard and Interstate 10, and in the commercial districts.~~

~~Figure 19: Concentration of Housing Map~~



~~Low High
Medium Very High~~

~~Figure 20: Concentration of Employment Centers Map~~



~~Low High
Medium Very High~~

Land Use Changes to Accommodate Growth

Strategic Scenario

In light of demographic trends and the region's projected growth, East Baton Rouge Parish will need to position itself as an attractive city in order to attract and retain talented young people. It will need to meet the demand for more housing types not widely found in the Parish in 2011 – apartments, condominiums, flats, cottage homes, live-work spaces – as well as traditional single-family homes. On the transportation front, East Baton Rouge Parish will need to continue to serve motorists, but also those who prefer to bike, walk, use transit or who are unable to drive. Increasingly, alternative forms of transportation will become important as an economic issue and will improve the Parish's environment.

The FUTUREBR Strategic Scenario anticipates the addition of roughly 48,000 new households and 135,000 new jobs to the Parish from 2005 to 2030. The scenario estimates that this new growth would occur on approximately 12,500 acres of land. Infill and redevelopment should account for about 10% of new growth, under this scenario, which is not an insignificant amount.

~~For more information about the Strategic Scenario, see page 17.~~

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Part 1: Past, Present and Future

Infill and Redevelopment

Infill and redevelopment parcels vary in size across the Parish. Where feasible, transit-oriented corridor developments can provide space for new businesses, retail space and urban housing. Successful developments will support transit investments, reduce auto dependence, and help to create lively places that draw people day and night. Elsewhere within the existing urban fabric, available parcels may be small, and successful development will be numerous small projects as parcels become available. Smaller infill projects can have a galvanizing effect on the neighborhood, particularly mixed-use housing development that expands the range of options in the area.

New development that complements and improves the Parish's existing urban fabric, makes efficient use of services, and provides a wide variety of housing types will require zoning and permitting processes that allow for the efficient development of high quality places. The market for dense, mixed-use products depends upon land value, expected rent, and the anticipated return on investment for owners and developers. PUDs have become a standard tool in East Baton Rouge Parish for infill projects that do not meet current zoning district requirements, but for many small infill projects a lengthy, expensive process will be limiting. Instead, the UDC should be updated to allow and encourage such development.

[Read more about planning for infill on page 55.](#)

Part 2: Building the Plan

Together, the Vision in combination with the Land use Map and Transportation Element and Plan maps are the components of the Comprehensive Plan that addresses the man-made geography of the City-Parish. These maps identify areas where the land uses or intensity of uses are envisioned to change, including mixed-use centers, as well as areas where land uses should be maintained and improved while retaining their present character, such as existing neighborhoods. With regard to transportation, the maps display the street types that complement the land uses they serve.

Using the FUTUREBR Land Use Maps

The FUTUREBR maps should be used to guide the development of smaller scale plans and related implementation, legislation, or public investment strategies for the small areas within the City-Parish. The Plan Map should guide zoning districts, public investment strategies, and transportation improvements. It is principally a policy document, not a regulatory document. Regulation of property subdivision and development is a function of the UDC and zoning map.

FROM BUILDING BLOCKS TO PLAN CATEGORIES

The Vision Map consists of **Building Blocks** that provide a framework for the land-use and transportation categories in the Plan Map.

The Plan Map depicts **Plan Categories** that define the desired characteristics for future development. Each plan category relates to land-use and street types that characterize both their functional role within the City-Parish, and the design guidelines the City-Parish should apply to them. The plan categories serve as a guide for the regulatory and zoning programs that will ultimately shape development and investments on the ground.

Figure 21: Vision Map

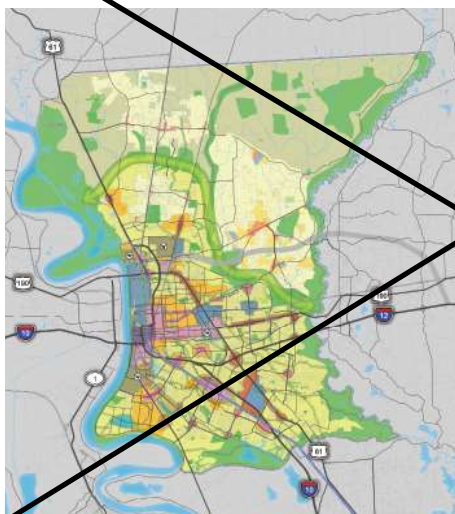
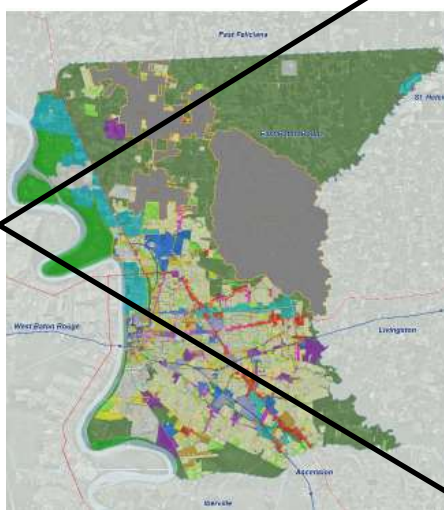


Figure 22: Plan Map




















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Part 2: Building the Plan

The East Baton Rouge Parish Land Use Plan Map

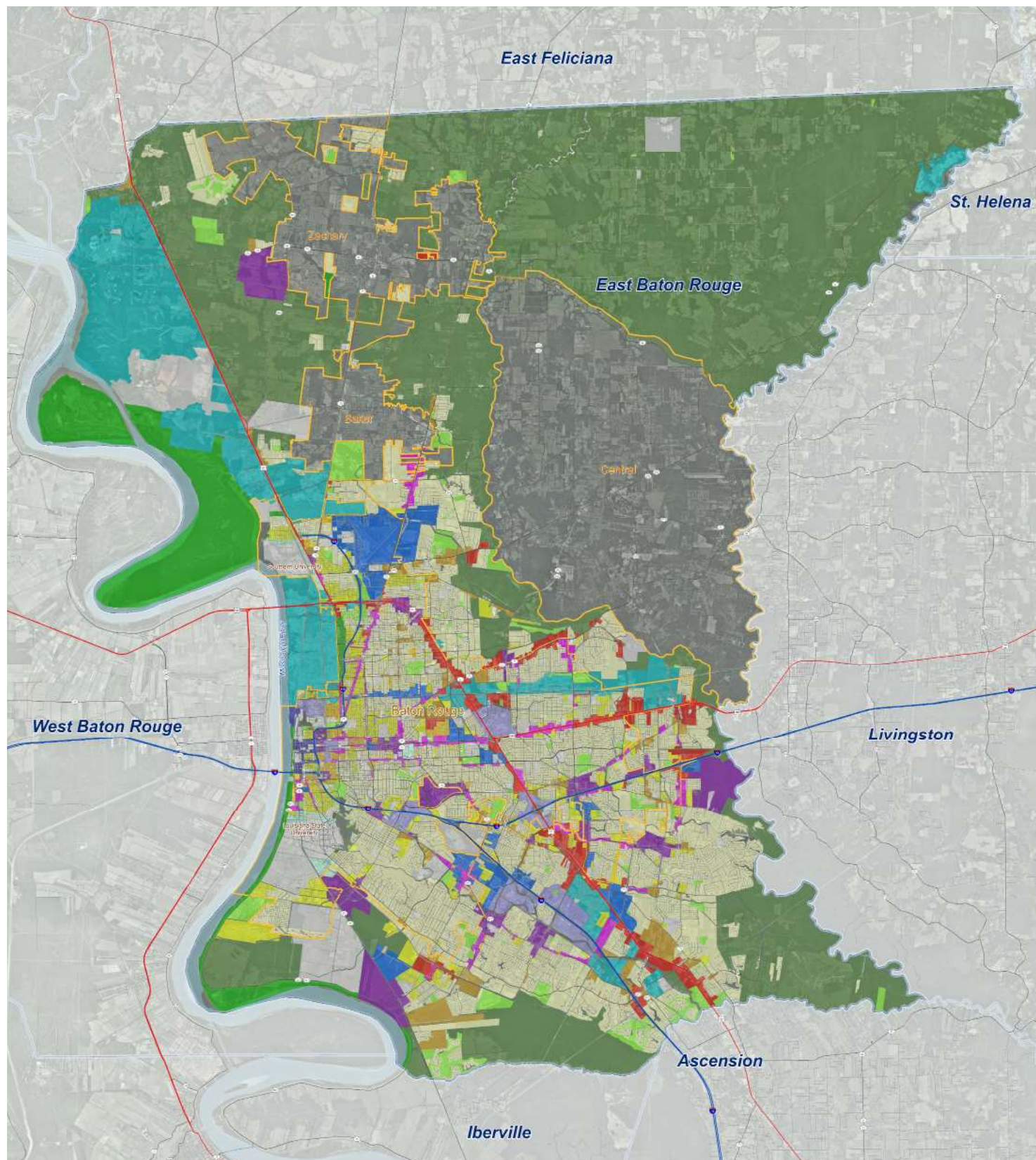
The Land Use Plan Map is derived from the Vision Map and guides the City-Parish's investment and regulatory programs. The Plan Map translates the vision's overarching concepts and Building Blocks into Plan Categories that describe in more detail the form, scale, and type of uses for specific areas of Baton Rouge. Plan categories serve as the basis for zoning designations, which apply specific use and development requirements to real property. The Land Use Plan Map should evolve over time, keeping true to the overall vision, but adjusting to new neighborhood plans, unforeseen opportunities, and minor adjustments that will arise.

~~It is possible, after conducting a review of a proposed project or neighborhood plan, that the City-Parish may find the FUTUREBR process did not exactly predict the growth and evolution of a neighborhood or the City-Parish. Should this occur, the Plan Map should be amended, using the Building Blocks and plan categories established in FUTUREBR.~~

	Downtown
	Town Center
	Regional Center
	Neighborhood Center
	Mixed-Use Arterial
	Main Street
	Employment
	Commercial
	Industrial
	University District
	Institutional
	Agricultural and Rural
	Parks
	Open Space
	Urban Neighborhood
	Compact Neighborhood
	Residential Neighborhood

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Figure 23: East Baton Rouge Parish Plan Map (Update when FLUM is complete)



Source: Fregonese Associates

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Vision Building Blocks to Plan Categories

Building Blocks essentially refer to the categories or types of places that East Baton Rouge residents want to help shape livable communities. The FUTUREBR Plan Map is organized around 10 general Building Blocks: Downtown, Mixed-Use Center, Mixed-Use Corridor, University District, Commercial, Employment, New Neighborhoods, Existing Neighborhoods, and Agricultural and Rural, and Parks and Open Space. These Building Blocks form a picture of how East Baton Rouge Parish will change and improve—combining specific land uses, design concepts, and transportation elements—and form the basis of the Plan Categories.

The Plan Categories usually provide a finer level of detail, particularly for mixed-use land uses, but in some cases, Plan Categories are equivalent to the Vision Building Blocks. Minimum basic design concepts and characteristics or levels are prescribed for each plan category. These describe the ideal characteristics with the understanding that many existing areas in East Baton Rouge Parish do not and will not meet this ideal. Design levels are further detailed in the *Community Urban Design and Neighborhoods* element.

Table 2: Vision Building Blocks and Corresponding Plan Categories

Vision Building Blocks	FUTUREBR Plan Categories	Character Areas Design Level
Downtown	Downtown Core	Downtown
Mixed-Use Center	Neighborhood Center, Town Center, Regional Center	Urban or Walkable
Mixed-Use Corridor	Main Street, Mixed-Use Arterial	Urban or Walkable
University District	University District	Urban or Walkable
Commercial	Commercial	Walkable or Suburban
Employment	Employment, Industrial	Suburban
Existing Neighborhood	Residential Neighborhood, Compact Neighborhood, Urban Neighborhood	All
New Neighborhood		
Agricultural and Rural	Agricultural and Rural	Rural
Parks and Open Space	Parks and Open Space	All
	Institutional	N/A

Source: Fregonese Associates

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Plan Categories to be reordered- least to most intense.



Downtown Core Plan Category Building Block

Design Level: Downtown Storefront Commercial Design

Downtown Baton Rouge is a unique area, the centerpiece of the City Parish and an area with the highest intensity and variety of uses. Many people and enterprises are attracted to the centralized location—government entities, major employers, regional entertainment venues, unique restaurants, specialty stores, nightclubs, cultural entertainment and hotels. Downtown is a significant employment center. It is also a unique and eclectic neighborhood offering a special variety of housing for people who prefer to live in the midst of the activity and amenities.

Downtown is comprised of the Downtown Core Plan Category.

Downtown Core

Design Level: Downtown Storefront Commercial Design

The Downtown Core will thrive as the a dynamic, regional hub for business, tourism, retail and entertainment. It will serve as the center for municipal and state government, and feature arts and performance venues, convention facilities, and attractive historical tourist destinations. Many residents will work Downtown, where high-quality office space and an efficient transit system will enable a rich diversity of businesses to attract great talent that serves clients, visitors and residents. Streets such

The ~~Vision Building Block~~ and Plan Category descriptions attempt to capture qualities of land use and transportation patterns to make the terms readily understandable to the reader. It is recommended that plan performance and implementation should be monitored using the ~~planning district boundaries~~ and small area plans (described on page 49).

Table 3: Floor Area Ratio* of Each Plan Category

Plan Categories	Recommended FAR Range
Downtown Core	1 - 10
Neighborhood Center	0.75 - 3
Town Center	0.5 - 5
Regional Center	0.5 - 6
Main Street	0.5 - 3
Mixed-Use Arterial	0.35 - 3
University District	0.5 - 5
Commercial	0.25 - 3
Employment	0.25 - 5
Industrial	0.1 - 4
Institutional	0.1 - 4
Residential Neighborhood	0.25 - 1
Compact Neighborhood	0.5 - 2.5
Urban Neighborhood	0.5 - 3
Agricultural and Rural	N/A
Parks and Open Space	N/A

* Floor area ratios are used as a measure of the intensity of the site being developed. It represents the total square feet of a building divided by the total square feet of the lot the building is located on.

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as Lafayette, 3rd, and 4th Streets are prominent in the Downtown Core.

Generally, land use will be permissive within the Downtown Core while building form and urban design ~~should will be~~ subject to greater scrutiny. Many buildings will be multiple stories, providing space for a range of commercial activities, offices, retail, professional and personal services, rental and ownership housing (often on upper floors within a mixed-use building). Civic uses that further contribute to the cultural richness of the region will include libraries, schools, religious institutions, and facilities for the arts, among many others. Any light manufacturing should produce no nuisances such as noise, light or odor.

Drive-through facilities should ~~will be~~ discouraged, along with other auto-oriented building forms and site designs. Transit connectivity is greatest in the Downtown Core, allowing people to get around with less dependence on personal vehicles. Parking should be located on street or at the rear of buildings. New commercial surface parking lots should be limited in the Downtown Core; however, surface parking can be a transitional use. For example, revenue from a publicly-owned surface parking lot could provide funding for the construction of a parking structure.



Newly-developed, high-density condominiums, apartments, lofts and townhomes further support a true urban neighborhood. These downtown residents add to the street life, support a robust restaurant and night-life scene, and enjoy easy access to urban parks, plazas and the Mississippi Riverfront. Urban amenities include schools, religious institutions, museums, galleries and a new downtown library.

There ~~should will be~~ easy access to Downtown by transit or car. ~~This will be location for the parish's main transit hub, where high-frequency bus and rail transit converge.~~ Visitors arriving Downtown via on regional rail to Mid-City or from the airport on high-capacity transit will enjoy easy connections to local transit. Commuters from outlying neighborhoods will easily reach Downtown via bus, bike, walking, rail or car.

The Downtown Core will be the most pedestrian-oriented district within East Baton Rouge Parish, with buildings that meet the sidewalk and street-facing storefronts with prominent entrances, numerous windows, and interesting facades materials and design. Over time, infill and redevelopment will fill in the gaps along the street, creating a cohesive, dynamic downtown area. Buildings of one to twelve four stories should be permitted by right, with additional stories permitted by discretionary approval.

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Mixed-Use Centers Building Block

Mixed-use centers, scattered throughout the will dot the City Parish, serving the employment, shopping, and entertainment needs of neighborhoods throughout East Baton Rouge Parish. They will provide a cluster of goods and services, allowing people to make just one trip to fulfill a variety of needs at regional retail, entertainment and recreational facilities.

Regional and local transportation systems will link the centers to downtown Baton Rouge and other regional destinations, providing people with multiple options in modes to get to so people can drive, take transit, walk, or bike where they need to go. Once people arrive in the center, they will get around primarily by foot or bicycle on attractive pedestrian walkways. Where appropriate, Some mixed-use centers will include provide housing above shops and services, creating a 24-hour true living neighborhood with an active atmosphere into the evening.

Mixed-use Centers includes three four types of plan categories: neighborhood centers, town centers, and regional centers, and employment centers.



Neighborhood Center Plan Category

Design Level: Urban or Walkable

Neighborhood Centers are small-scale, one- to three-story mixed-use areas intended to serve nearby neighborhoods with retail, dining, and services. They will provide employment, entertainment and housing options such as apartments, condominiums and townhouses, with small lot, single-family homes near the edges. Live-work units also are encouraged. These are pedestrian-oriented places which may be served by transit.

In multi-story buildings, retail will often occupy the ground floor, with offices or housing in the stories above. Such centers may take the form typical of “main street” commercial areas, and a wide variety of allowed uses can include restaurants, retail stores, small groceries, personal and professional services, private and civic offices. Visitors Customers who drive can park once and walk to a number of destinations because of the pedestrian-oriented building form and design. Auto-oriented uses, industrial uses, and drive-through buildings should be discouraged and new surface parking lots limited. Industrial uses should not be allowed. One- to three-story structures should be allowed, and additional stories permitted subject to discretionary approval to ensure neighborhood compatibility.

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Town Center Plan Category

Design Level: Urban or Walkable

Larger than the neighborhood center, town centers are medium-scale, one-to-five story mixed-use areas with a larger market, drawing from a 2.5-mile radius area. Town centers contain a mix of retail, dining, services and office employment, as well as a mix of housing types. Housing options can include apartments, condominiums, and townhouses with small lot single family homes at the edges. A town center may also contain offices that provide specialized parish or metro wide services. Town centers serve as the main transit hubs for surrounding neighborhoods, and can include plazas and squares for markets and events. Just as neighborhood centers, these are pedestrian-oriented centers designed so visitors people can park once and walk to number of destinations.



Regional Center Plan Category

Design Level: Urban or Walkable

Regional centers are mid-rise the most intense mixed-use areas for large-scale employment, retail, and civic or educational uses. These areas attract workers and visitors people from around the region and are located along major transportation corridors key transit hubs. Areas around the transit hubs—called “station areas”—can include housing, retail, entertainment and other amenities. As the largest centers, they draw from a five- to 10-mile radius market area. Parking is provided on street or off street in shared facilities such as garages or lots and in shared lots. Most Some regional centers may include a parking management district. Towne Center / Citipace (at Corporate Boulevard) and Perkins Rowe / Mall of Louisiana (at Bluebonnet) are two is an examples of centers with a regional draw.

Buildings will may be multi-story, mixed-use buildings that support a high level of pedestrian access. Buildings of two to seven five stories should be permitted, with additional stories permitted subject to discretionary approval. Compact or urban residential options and civic uses such as schools, libraries, community centers, and city services can also be found in regional centers. Buildings more than seven 10 stories, car-oriented buildings and uses (i.e. drive-through businesses), industrial and warehousing uses do not fit in a regional center and should be limited.

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Employment Center-Plan Category

Design Level: Suburban

Employment centers will range in character from the Medical Health District – a cluster of hospitals, research facilities, and medical offices in the southern part of the parish, where pedestrian design should be encouraged – to the Airport District, with a focus on transportation-related industries and other manufacturing and distribution businesses, where large parcels make vehicle access paramount.

Employment centers are primarily business districts that will host professional and support jobs in a range of service-oriented fields that benefit from being close to one another. Hospitals and medical offices, office complexes, **with multi-family housing options** and other commercial enterprises bringing many people to one place will be a natural fit for pedestrian-friendly, mixed-use employment centers. Located near highways and transit stops for easy access, employees and customers will enjoy attractive and convenient pedestrian connections to and within the district. Both the Medical Health District and the Airport District are regional employment areas that will feature convenient access to **from nearby workforce multi-family housing.**



Mixed-Use Corridors Building Block

~~Corridors share some of the same attributes as centers, but these areas are more linear and oriented along one or more streets. Corridors historically have formed in conjunction with the transportation infrastructure, as illustrated by historic streetcar commercial districts and high-traffic commercial arterial streets found in many American cities. A corridor's commercial vitality relies on careful planning for automobiles. But because corridors are linear, the land-use and transportation system should be designed and improved to accommodate many types of travel including walking. Corridors will stitch the City-Parish together, serving local and regional traffic. They also will have their own identity as unique places with jobs, housing and shopping amenities.~~

~~Mixed-Use Corridors includes two types of plan categories: main streets and mixed-use arterial.~~

Main Street Plan Category

Design Level: Urban or Walkable

Main streets will be the heart of ~~serve~~ smaller, neighborhood communities located throughout the parish, with renewed attention and investment from the public and private sectors. Representing

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some of East Baton Rouge Parish's most culturally interesting and lively places to be, each main street will have its own unique flavor and vibe. Each will serve its unique, surrounding neighborhood and will attract connect people visitors to the various cafes, shops and eateries within these neighborhoods. Main streets tend to specialize in different types of businesses, such as those related to dining, art galleries or specialty apparel and will attract visitors from around the region. Buildings along main streets feature an attractive variety of continuous storefronts. They generally range from one to three five stories, with housing on upper levels. With time, infill and redevelopment will gradually fill in gaps in the street frontage where there are currently might be parking lots or buildings setback from the street that detract from to enhance the pedestrian environment. For example, Government Street has the makings of a main street.

The regulatory program for main street areas should permit and encourage development that supports an active street life with transparent storefronts, awnings, wide sidewalks, and on-street and shared parking lots. Low-rise buildings, including those up to three five stories should be permitted, and a mix of uses encouraged. Buildings above three stories should be permitted subject

to discretionary review. Generally, land use will be permissive, while urban form and building orientation will be more but carefully scrutinized to fit the character of the main street area. Within multi-story buildings, apartments, condominiums and professional offices will often locate above ground-floor commercial, including retail, personal and professional services, and restaurants and bars. Discouraged uses include surface parking lots, industrial and warehousing, and auto-oriented buildings (i.e. drive-through businesses).

Mixed-Use Arterial Plan Category

Design Level: Urban, Walkable or Suburban

Mixed-use arterials will link Downtown and other major mixed use, employment and retail centers throughout the City Parish, as the backbone of East Baton Rouge Parish's transportation system. These corridors are generally longer and serve more high-speed traffic than the typical Main Street corridor.

Encouraged building forms will ~~be~~ include a mix of "main street" commercial buildings, three- up to five-story mixed-use buildings, and adaptive reuse of warehouse or large commercial buildings. These corridors will include some mixed-use condos and apartments for people who want to live in an active, accessible area. Large format retail (e.g. "big box") and office parks should be permitted

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subject to discretionary review, while tower buildings more than five 10 stories, industrial and warehousing buildings should be discouraged. Sections of Florida Boulevard, Nicholson Drive, and Highland Road could all become mixed-use arterials.

While the majority of people will still travel by car, some arterials ~~will~~ may have dedicated bus and bike lanes. The urban community design within mixed-use ~~arterials~~ areas should be comfortable for pedestrians, and the infrastructure will include sidewalks, street trees, crosswalks and ideally, on-street parallel parking.

University District Building Block and Plan Category

Design Level: Urban or Walkable

Vibrant Neighborhoods around the Parish's renowned universities and colleges will cater to students, college faculty and employees, alumni, and others who want to live in a lively campus-village district. Each center will have a unique atmosphere with specialty amenities and attractions, including retail, cafes, bars, restaurants, hotels and entertainment venues. Northgate, Southgate, and the Chimes/ State Street areas, and the Scotlandville University District at Southern University are all current examples. Mid-rise,



mixed-use buildings (of up to seven stories) and low-rise apartments will provide a broad range of student housing types mixed within the urban fabric, and there will be including apartments and townhomes and condos geared toward students, faculty and staff. The proximity to university resources also will enhance the potential for new jobs and businesses in these areas.

As pedestrian-oriented districts, buildings will meet the sidewalk with prominent entrances and storefront windows at street level. Parking may be located behind the buildings or on street. Buildings up to four stories should be permitted, with additional stories permitted subject to discretionary approval.

Commercial Building Block and Plan Category

Design Level: Walkable or Suburban

Commercial areas primarily function as service and job destinations. They currently serve many Baton Rouge residents on a daily basis and consist of corridors with key areas commonly located at the intersection of major roadways, where businesses are easily accessed by car. The intersection of Florida Boulevard and frontages of major roads such as Airline Highway, studied in a community workshop, is an are examples of a commercial

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areas. Buildings in these ~~destination~~ areas typically stand one to five stories with offices, restaurants, and a range of shopping. While the commercial area may contain a mix of uses, it activities tend to be located on separate parcels.

In addition to jobs and services, commercial centers or corridors also may include multi-family housing in low- to mid-rise apartment buildings ~~or condominiums~~. Parking is plentiful in these areas because uses are predominately car-oriented. Since there is a significant amount of retail ~~destination shopping~~, it's important to have optimal quality landscaping and pedestrian-friendly design. For large shopping centers, this may involve the addition of ~~civic uses such as~~ public plazas or other features that serve as community gathering places.

Industrial Plan Category Employment Building Block

Employment centers will range in character from ~~the Medical District—a cluster of hospitals, research facilities, and medical offices in the southern part of the parish, where pedestrian design should be encouraged—to the Airport District, with a focus on transportation-related industries and other manufacturing and distribution businesses, where large parcels make vehicle access is paramount.~~

~~Employment is comprised of employment and~~



~~industrial plan categories.~~

Employment Center Plan Category

Design Level: Suburban

~~Employment centers are business districts that will host professional and support jobs in a range of service-oriented fields that benefit from being close to one another. Hospitals and medical offices, office complexes, and other commercial enterprises bringing many people to one place will be a natural fit for pedestrian-friendly, mixed-use employment centers. Located near highways and transit stops for easy access, employees and customers will enjoy attractive and convenient pedestrian connections to and within the district. Both the Medical District and the Airport District are regional employment areas that will feature convenient access from nearby workforce housing.~~

Industrial Plan Category

Design Level: Suburban

Industrial areas are for the purpose of manufacturing, processing, storing and distributing raw or extracted materials. Building form will be largely determined by building use, and vehicle access will often be a priority. Factors such as heavy vehicle circulation, large land parcels and widely spaced buildings typically limit pedestrian activity in industrial districts. However, infrastructure such as a

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complete street grid and safe intersections should be provided where possible. Industriplex Boulevard and Choctaw Drive are both industrial areas.

Existing Neighborhoods Building Block

There are many existing single-family residential neighborhoods that should be preserved and enhanced. In cooperation with the existing community, the City-Parish should make improvements to sidewalks, bicycle routes, and transit so residents can better access parks, schools, churches, and other civic amenities.

Nearby ~~commercial corridors should~~ main streets and major arterial streets will be enhanced with sidewalks, bike lanes and better transit service. Shops, restaurants and other amenities will be located within walking distance of homes. Development activities in these areas should be limited to rehabilitating, improving or replacing existing homes. There also will be small-scale infill projects, as permitted through clear and objective setback, height, and other development standards of the UDC.

In some historically significant, but underserved neighborhoods, the City-Parish's reinvestment programs will help homeowners improve houses and apartment buildings by providing funds or assistance

~~to upgrade facades, increase energy efficiency, and make other needed repairs. UDC revisions will provide flexibility that allows transitioning neighborhoods to encourage context-sensitive, mixed-use infill redevelopment on existing lots.~~

New Neighborhood Building Block

New neighborhoods will combine a spacious and affordable residential environment with nearby commercial areas and job accessibility. New neighborhoods are located on new communities ~~will be~~ developed on vacant land consisting of a variety of housing types, including a range and are comprised primarily of single-family homes on a range of lot sizes, but can include townhouses and low-rise apartments or condominiums. New neighborhoods should be connected both within the community and to the City-Parish's overall transportation network. Streets ~~should~~ will provide a variety of routes and include bike lanes and sidewalks. New neighborhoods should be paired with an existing or new neighborhood or town center where grocery stores, retail shops and services are located within walking or a short driving distance from homes.

Existing and New Neighborhoods share consist of three plan categories: residential neighborhood, compact neighborhood, and urban neighborhood.

LAND USE

Part 2: Building the Plan



Residential Neighborhood Plan Category

Design Level: Urban, Walkable, Suburban ~~or Rural~~

~~Residential neighborhoods combine a spacious residential environment with nearby commercial areas and job accessibility. This category includes existing and new, predominantly single-family homes. These residential neighborhoods should connect both within the community and to the City Parish's overall transportation network. Streets should may include bike lanes and sidewalks, as appropriate. Some residential neighborhoods may be auto-oriented because of large lot size and existing discontinuous street networks. New residential neighborhoods should be located within proximity to existing or new amenities that encourage the 20-Minute Neighborhood concept town center for easy access to daily needs.~~

In addition to a variety of single-family housing ~~types~~, compact residential options such as ~~cottage housing~~, “mother-in-law” suites, flats (also known as secondary or and garden homes suites and townhomes should may be permitted. Other Uses such as ~~one to three story multi-family developments, low-rise apartments and condominiums (up to three stories) live-work units,~~ neighborhood scale office and commercial at intersections or along primary streets, private schools, religious institutions, parks, and other civic uses should also be permitted subject to review.

Density is less than 8 dwelling units per acre.



Neighborhoods such as Old Goodwood, Kenilworth, Melrose, Southern Heights ~~Bocage~~ and Riverbend all fall into this plan category.

Compact Neighborhood Plan Category

Downtown, Urban, ~~Walkable~~, or Suburban

~~Compact neighborhoods are distinguished from residential neighborhoods by lot size and the degree of connection to nearby land uses. Compact neighborhoods are designed with an emphasis on smaller lot sizes, narrow street width, on-street parking, and high connectivity to adjacent land uses within a primarily single-family residential context. Alleys are common and encouraged, and A complete street grid is vital for connectivity to nearby commercial and mixed-use areas. Compact neighborhoods should be located close to an existing or new town center.~~

While this plan category is and will be composed mostly of single-family residential, it may also include live-work units, townhomes, one- to four-story multi-family developments, and neighborhood scale office and commercial at intersections or along primary streets ~~apartments or condominiums.~~ Density is at least 8, but not more than 20 dwelling units per acre.

Existing compact neighborhoods include Istrouma, Spanish Town, and Bearegard Town ~~the Garden District and Southdowns.~~

Part 2: Building the Plan



Urban Neighborhood ~~Plan Category~~

Design Level: Downtown, or Urban, ~~or Walkable~~

Urban neighborhoods consist of housing and retail districts where people both live and work in mixed-use residential areas. Urban neighborhoods are primarily pedestrian oriented and ~~may be~~ are well served by local transit. Buildings, whether entirely residential or mixed-use, are oriented to the street. ~~Street trees and site-responsive building design strategies ensure privacy for ground-floor residential units. Many, such as Spanish Town and Beauregard Town, are near the Downtown Core but may be located near major job centers, and universities, or medical districts.~~

~~Urban neighborhoods consist of housing and retail districts where people both live and work, in mixed-use residential areas. Multi-story mixed-use residential buildings are interspersed with townhomes, courtyard or cottage multi-family housing, “mother-in-law” flats (also known as secondary or garden suites), live-work units, and compact single-family housing. These neighborhoods include urban retail areas and open spaces such as plazas, fountains, and pocket parks. Urban neighborhoods are primarily pedestrian-oriented and are well served by local transit. Density is more than 20 dwelling units per acre.~~

Existing urban neighborhoods include Suburb Gracie and the Suburb Swart.



Agricultural/ ~~Areas and Rural Communities-~~ Building Block and Plan Category

Design Level: Rural

Single-family homes on large rural lots are predominately located in the northern part of the Parish. A few small stores provide limited goods and services, and most residents get to employment and shopping by car. Because homes are spread out and far from urban centers, the municipal cost of providing ~~emergency~~ services and infrastructure development is comparatively high. Agriculture ~~will be important to the future of the Parish. Sustaining a viable livestock and farming economy could include efforts to improve farm tourism, as well as marketing local produce to residents. Local products such as fruits, vegetables, poultry, and eggs will be featured at the Main Street Market, Red Stick Farmers Market, and other newly established neighborhood markets.~~

Agricultural/ ~~and rural residential~~ land uses make for an auto-oriented environment. Pedestrian design is minimal because buildings are ~~not typically located~~ set back along the roadway. The regulatory program for these lands should permit and encourage active ~~farming cultivation.~~ Residential development should be encouraged where it can be served by nearby community-serving amenities ~~existing urban centers, municipal infrastructure and emergency services.~~

LAND USE

Part 2: Building the Plan



Parks and Open Space Building-Block and Plan Categories

Design Level: All

East Baton Rouge Parish has a strong network of existing green spaces, including ~~Favorite places such as Bluebonnet Swamp, Frenchtown Road and Blackwater Conservation areas, Waddill Wildlife Refuge, Magnolia Mound, City Park, and well-loved neighborhood parks~~ will be joined by new parks and open spaces. ~~New and existing neighborhoods may use a nearby park as a community gathering point.~~ Parks and publicly owned open spaces – whether conservation areas, preserved wetlands and nature trails or a system of well designed parks for organized sports, festivals and concerts – encourage a healthy lifestyle of easily accessible recreation. Parks and open spaces will be spread throughout the City-Parish and centrally located within neighborhoods, ensuring that all residents can easily access them on foot, by bike or car.

~~The regulatory program for parks and open space should permit and encourage the development of new recreation opportunities where appropriate.~~ Depending on the adjacent land uses, parks may be served by varying levels of pedestrian infrastructure. ~~Urban plazas, for example, will have much greater pedestrian connectivity than conservation areas.~~



Properties given the Open Space Plan Category will typically be publicly owned, or designated for a public purpose. They are areas that the City-Parish has decided to protect and not currently allow any development. The Open Space Plan Category differs from the Parks Plan Category in that the land so designated should remain in its natural state. These will most often be cemeteries, conservation areas, wetlands or other sensitive natural areas.

Institutional Plan Category

Design Level: All

Institutional areas will include publicly owned schools, universities, government buildings, and police and fire stations. Depending on the specific use and adjacent land uses, institutional ~~areas may be served by varying levels of~~ pedestrian infrastructure. For instance, university, government, and medical campuses should be pedestrian-friendly places, and may be served by transit and nearby housing for employees, students and visitors. Alternately, neighborhood schools may have varying degrees of urban form depending upon the surrounding intensity of land use. In addition to the many public schools, the State Capitol Park is a prominent institutional area.

Planned Unit Development Category

Design: determined by the Concept Plan

Planned Unit Development (PUD) is the development of land under unified control which is planned and developed as a whole in a single or programmed series of operations with uses and structures substantially related to the character of the entire development. The detailed land use classification and specific Urban Design Level of each Planned Unit Development will be determined by the Concept Plan approved by the Planning Commission.

Office

Office areas are characterized by activities conducted in an office setting that focus on the provision of goods and services, usually by professionals. Office areas will provide professional and personal services with one to four floors in height permitted. While the majority of the building area will be used as office, other uses such as retail, live/work, and multi-family residential uses are allowed. Office areas will be accessible primarily by car, but should be comfortable for pedestrians in the Urban/Walkable Character Area. Examples of office areas are Jefferson Highway and Goodwood Boulevard.

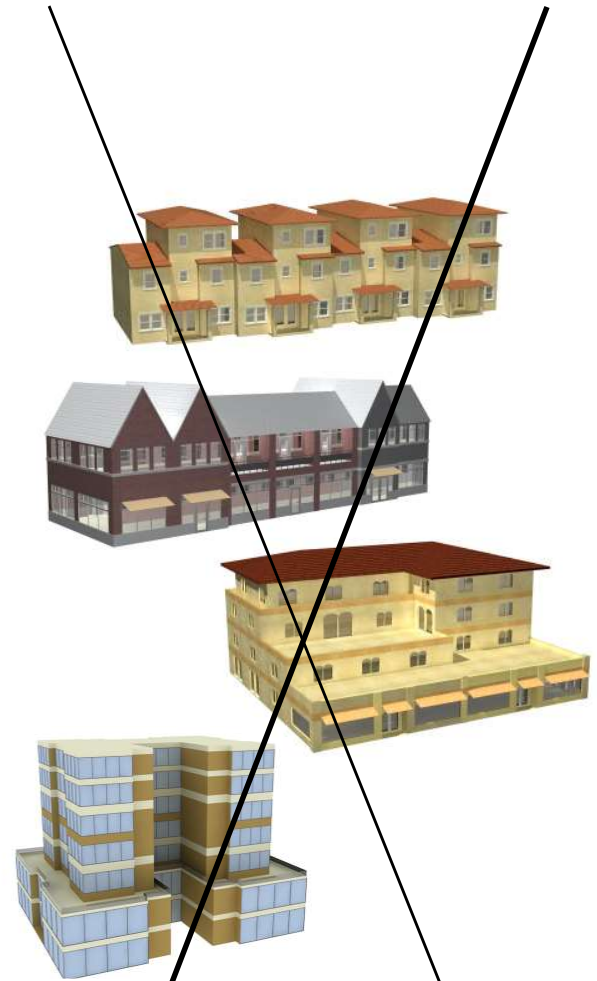
Impacts of Zoning

How Prototypes Illustrate the Effects of Zoning

To begin the prototype process, the FUTUREBR team developed 17 typical prototypes based on past trends and an analysis of East Baton Rouge Parish's UDC and development regulations. These prototypes represent typical buildings found in East Baton Rouge Parish today and are primarily single use with a large supply of on-site parking.

Then FUTUREBR created 13 new, expanded building prototypes that illustrate the affects of a UDC update — aligned with the community desires — and produce a wider range of urban places and types of buildings. The new prototypes combine compatible uses, such as housing, offices, and ground floor retail. They also include a wider range of housing types, including cottage homes (small detached units), townhouses, and live-work units that could easily blend into existing neighborhoods.

The new prototypes were further calibrated for market feasibility. The team interviewed local builders and developers for information on construction costs, prevailing rents and sales prices, and financing conditions. One of the key components of the market feasibility was adjusting the parking requirements from current (high) levels to more urban standards. By reducing the amount of land needed for parking, the prototypes were more economically feasible and also improved their performance as infill buildings. Setbacks were also reduced, so the buildings could present a unified street wall along the sidewalk. These prototypes illustrated the public workshop growth concepts, and were directly tied to the land use and transportation scenarios reviewed by the public.



EXAMPLES OF DIFFERENT PROTOTYPE BUILDINGS

Prototype buildings illustrate the affects of zoning code and development regulations such as building height, parking requirements and types of use including a range of housing types, employment and mixed use.

LAND USE

Part 2: Building the Plan

Table 4: Typical and Expanded Building Prototypes

Typical Building Prototypes in East Baton Rouge Parish Today

Single-family home (8,000-15,000 sf lot)
Single-family home (5,000-8,000 sf lot)
Duplex
Affordable single-family
Manufactured home
Apartment (3-story)
Affordable apartments
University student housing
Faculty housing
Senior living
Abandoned residential
Large format retail
Strip commercial
Office park
Industrial/flex space
Heavy industrial
Main street commercial

Expanded Building Prototypes Based on Potential Zoning Updates

Residential
(4-story with tuck-under parking)
Townhome
Urban prefab
Downtown office (10 story)
Mixed-use high rise office
Mixed-use retail/office
Mixed-use high rise condo
Mixed-use retail/residential tower
Mixed-use retail/residential (3-story)
Mixed-use retail/residential
(4-story with surface parking)
Mixed-use retail/residential
(4-story with tuck-under parking)
Affordable mixed-use
Adaptive warehouse reuse

The prototype exercise provides two important lessons for East Baton Rouge Parish:

- Zoning and regulations matter – they allow or prohibit the creation of urban places through the accumulated effects of development
- Reducing parking requirements allows buildings to be closer to each other, increasing pedestrian access and reducing costs for producing homes or employment areas

PART 3: Managing the Plan

The FUTUREBR Comprehensive Plan is the blueprint for how the City-Parish will be shaped over the next 20 years. It lays out the goals and policies that will guide decisions about how to invest in infrastructure and transportation, how land should be zoned for development, and what initiatives, such as small area or new community plans, should be undertaken.

The Plan translates widely-held values and priorities from the Vision into a set of long-range priorities and policies. It is not, however, a stagnant document. It can and should evolve over time as the city grows and changes. Technological, cultural and environmental shifts are hard to predict, and the plan should not unnecessarily bind the City-Parish to policies that cannot be adapted. That said, the plan should not be altered too often, or without public involvement ~~and~~ or an evaluation of its performance.

Management Tools

This plan has been designed with some tools that will help guide decision makers in managing and implementing its goals. The small area and neighborhood planning process provides a structure for working with specific areas to implement the Vision. This includes working with areas that are already developed and in need of infill strategies and new communities on vacant land, both inside the City-Parish and in areas to be annexed. The City-Parish's UDC translates overarching land use goals into specific use and development regulations at the parcel level. The UDC must be carefully designed and applied in order to shape development in a way that will achieve the parish's Vision.

LAND USE

Part 3: Managing the Plan

Small Area Plans

One means of implementing the Vision should be the small area and neighborhood planning process. This process can apply to existing neighborhoods in need of revitalization, main streets or other corridors, and vacant areas where new communities are envisioned.

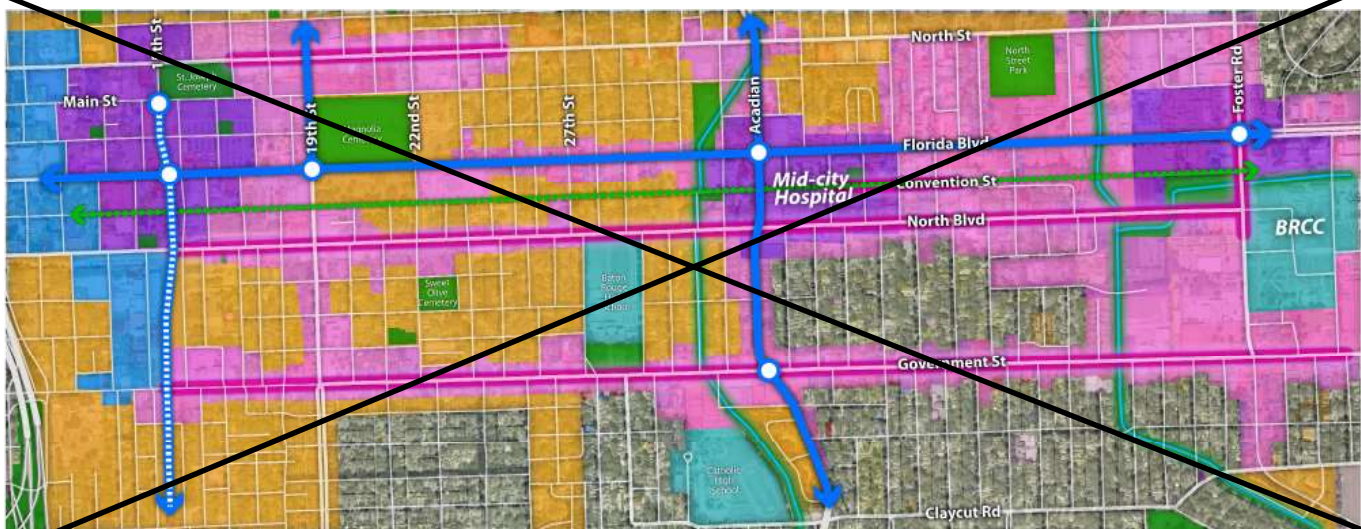
What is a Small Area Plan?

A small area plan is any plan that addresses the issues of a portion of the city. This type of plan can cover as few as 10 acres or even thousands. The advantage of a small area plan is its ability to engage issues and people at an intimate scale. The result can be a richly detailed plan that addresses the area's unique issues with tailored solutions. Small planning areas usually have a cohesive set of characteristics, such as an existing or future corridor, center or other element. Accordingly, small area plans should be used in areas of growth and transition areas,

focusing resources where change is anticipated and desired. The small area planning process is designed to generate widespread stakeholder consensus that will lead to efficient adoption and implementation of the plan. Small area plans, ideally, are developed by property owners and area stakeholders and then implemented through zoning changes that allow the kinds of development described in the Vision.

A citizen advisory committee, which helps guide the small area planning process, is a group of informed citizen stakeholders including, but not limited to landowners, residents, business owners, architects, developers, and builders who have an interest in the area. This advisory committee should represent a full range of interests that meets on a regular basis to critically review analysis and products at each step of plan formation.

Figure 24: Mid City Small Area Concept Map



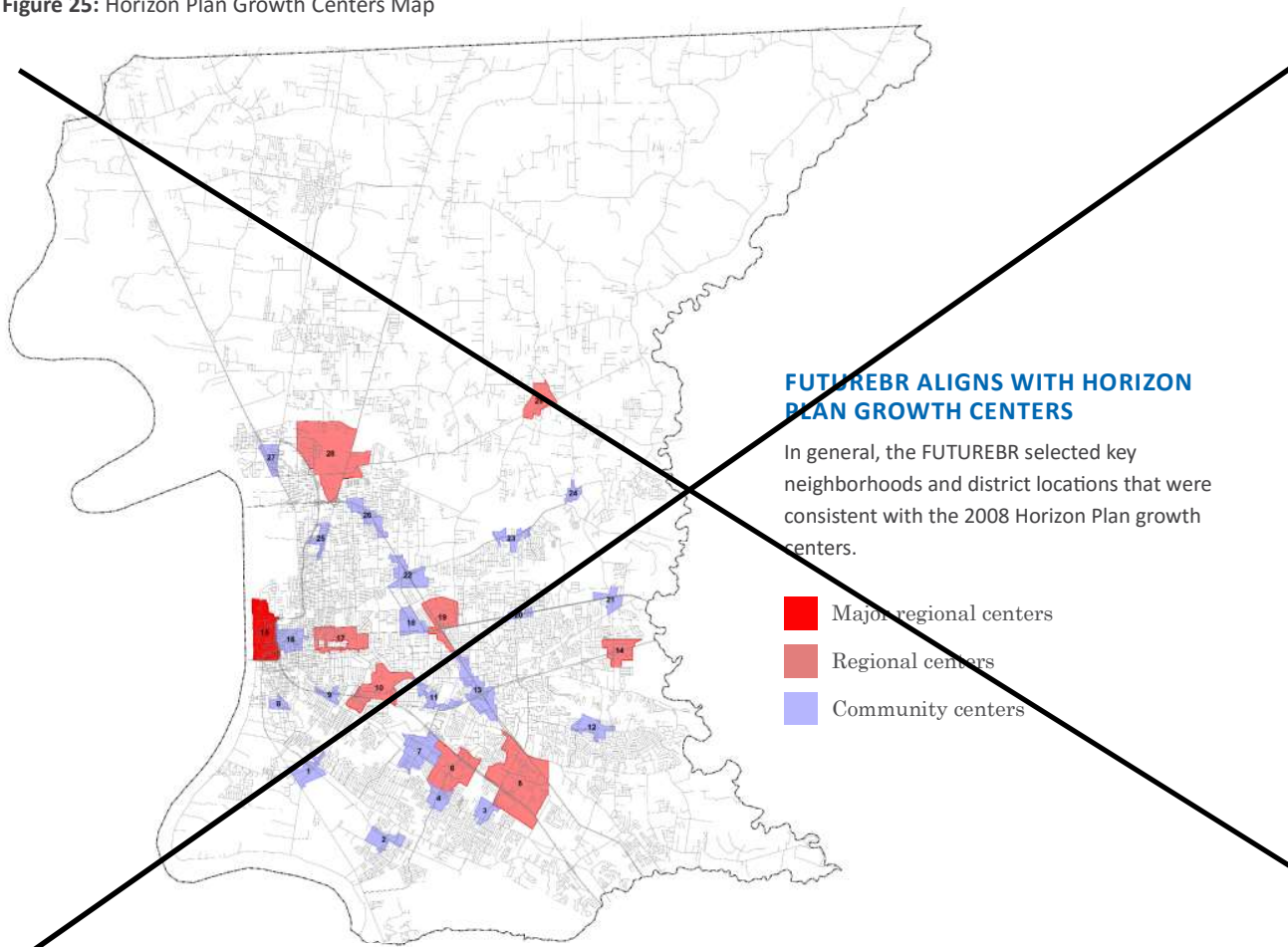
Part 3: Managing the Plan

Where Should Small Area Planning Take Place?

The small area planning process should be used in areas where significant change is expected. For example, when there is a proposal to extend utilities and infrastructure to an undeveloped area that will support a large number of new households or jobs, a small area plan should be used to guide that development. It should not be used for more routine planning actions, such as developments or subdivisions of land under single ownership. In these instances, a subdivision, zone change, PUD or other process under the UDC is sufficient. However, individual landowners of large tracts may elect to do a small area plan if they choose. Another instance where this process should be used is in existing developed areas where new growth or redevelopment is expected, such as neighborhoods along a corridor that will receive significant transit investment.

To ensure consistency between these plans and overarching City Parish goals, this section outlines a process for how to conduct small area plans and use their results to direct zoning, infrastructure, and other implementation elements.

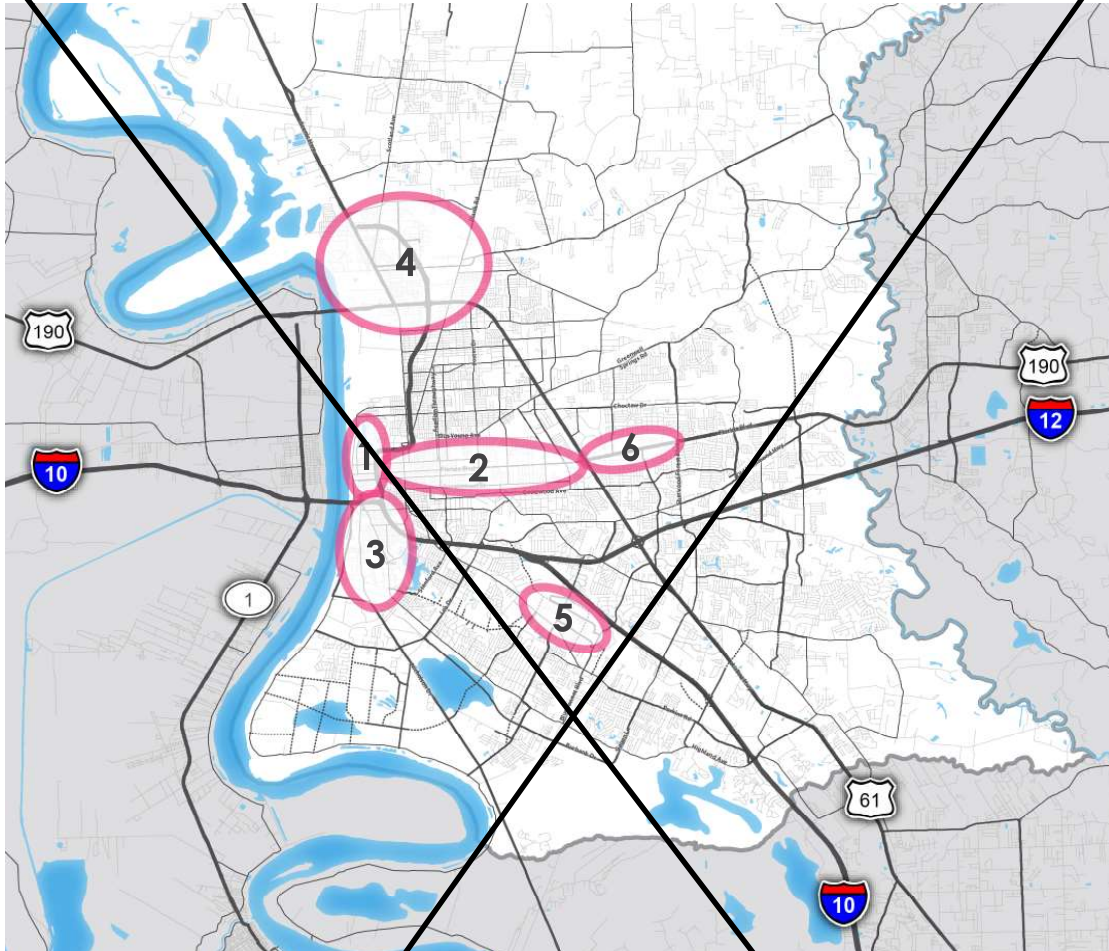
Figure 25: Horizon Plan Growth Centers Map



LAND USE

Part 3: Managing the Plan

Figure 26: Key Neighborhood and District Locations



BATON ROUGE IS A CITY OF NEIGHBORHOODS

Much of this plan is built on East Baton Rouge Parish's key neighborhoods and districts that were selected based on a range of factors such as strategic location within the parish, neighborhood interest, anticipated redevelopment potential, growth pressures, and likelihood of areas to capitalize on future transit options.

A detailed discussion of small area plans completed during the East Baton Rouge Parish process can be found in the Urban Design and Neighborhoods element of the Plan.

Key Neighborhoods and Districts

1. Downtown
2. Mid City
3. LSU, Old South Baton Rouge, Nicholson and Northgate area
4. Southern University, Scotlandville, Zion City and the airport area
5. South Medical District ([Adopted 2016](#))
6. Broadmoor Shopping Center and Cortana Mall area

Part 3: Managing the Plan

Small Area Plan Types

Neighborhood Plans

Neighborhood plans typically cover a distinct residential neighborhood, such as the Old South Baton Rouge Plan, which is a classic example of a historically mixed-use neighborhood in Baton Rouge. Because of the residential nature of many neighborhood planning areas, issues of city services, housing, design elements, schools, and parks are often high priorities.

Corridor Plans

Corridor plans focus on a significant linear feature such as a main street, waterway, or arterial and the areas it serves. A city, business association or stakeholders will typically initiate a corridor plan in anticipation of proposed capital investment or proposed development project. Examples of capital investment projects include a major public beautification investment for the corridor, transit service enhancements, or open space and trails along a waterway. Corridors plans place emphasis on land use, transportation, infrastructure, urban design and economic development issues.

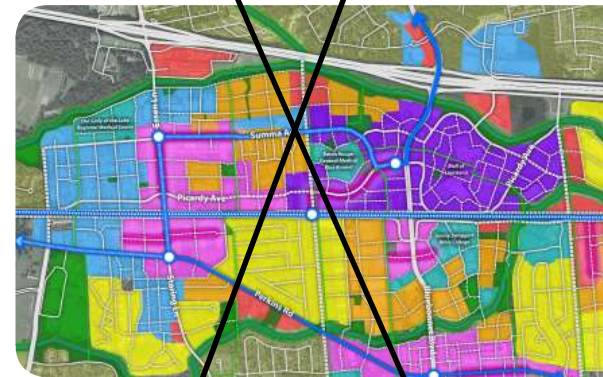
District Plans

District plans can include one or more neighborhoods or corridors that have common conditions and issues. District plans can address the land use, development, urban design and transportation characteristics of relatively small areas such as neighborhood centers, town centers and regional centers, as well as new communities on vacant land. Planning for new communities should also encompass new open space and parks, public investments, new streets and transportation service, as well as land use and transportation issues.

Figure 27: Northgate Area Concept Map



Figure 28: Hospital Corridor Concept Map



LAND USE

Part 3: Managing the Plan

Building New Communities and Future Expansions

~~Small area planning also can be used to support the expected demand for new communities on vacant land. Presently, more than 17,000 acres of developable, unconstrained land is available within the existing urban service area. The strategic scenario used to develop the Plan assumes that about 25,000 single-family homes, or 55 percent, of the total new housing demand will be needed. This presents many opportunities to create complete communities that will also enhance existing neighborhoods, and strengthen the City Parish's transportation networks, and ensure a healthy jobs-housing balance.~~

One of the findings of the FUTUREBR process showed a continued support for Baton Rouge's tradition of building single-family neighborhoods. There was also significant support for community grocery stores, parks, schools and other amenities within a short drive, walk or bike ride from home. These ~~community or town~~ commercial centers could also provide a mix of additional housing

options, including townhouses, apartments and multi-family developments ~~condominiums~~. Neighborhoods that blend these amenities, connectivities, and housing options together are known as complete communities. Many of Baton Rouge's oldest and most cherished neighborhoods were built in this manner.

~~But most~~ New housing developments, ~~however,~~ do not have these amenities. Even if a grocery store is within walking distance from home, as the crow flies, discontinuous and complex street networks can make the trip to get there significantly longer. ~~And because~~ In the past, street networks were ~~are~~ not designed to connect with adjacent neighborhoods, going from one neighborhood to the next requires travel on major arterials. Transportation connectivity standards have been ~~should be~~ developed to ensure that new communities are connected and easily travelled by a variety of modes ~~foot and bicycle, as well as car~~.

IMPROVING CONNECTIVITY

Although most driving trips are local, meaning within a few miles of home or work, the ~~past~~ current trend for transportation networks (like the one seen here in the Baton Rouge Health Medical District) relies on a few major roadways to funnel traffic around the parish. This type of network forces even short trips onto these major roads, which increases congestion for everyone and makes walking or biking difficult.

Figure 29: A Disconnected Medical District Street Network



Part 3: Managing the Plan

~~INTEGRATING PLANS WITH BAKER, CENTRAL AND ZACHARY~~

~~To achieve Baton Rouge’s vision of a more fiscally sustainable community, the City-Parish must work closely with regional agencies to prioritize infrastructure investments so they reinforce the City-Parish’s urban fabric. Vacant and underutilized land within the city-parish is the most likely to achieve this goal, followed by unincorporated lands close to the City-Parish’s existing neighborhoods, and then outlying areas. The small area and neighborhood planning process, described above, should be the primary instrument for directing new infrastructure investments. To bolster this approach, the City-Parish and regional partners should adopt a common method for forecasting and estimating the costs and benefits of new infrastructure investments. Furthermore, a common set of measures and desired outcomes will make the process more transparent to the public, who ultimately will bear the cost of building and maintaining these public services.~~

~~Cities that have adopted progressive land-use and transportation measures also use street patterns other than a simple grid, as well as traffic calming techniques to preserve a quiet and private atmosphere. Calm but connected neighborhood streets will expand transportation choices by make walking and biking easier. To ensure new communities are complete by design, the City-Parish must use a comprehensive small area planning process and then align zoning, subdivision, and capital improvement policies to support the Plan’s implementation. Working with landowners and nearby communities to develop a shared vision for these communities will be essential to their successful implementation. This planning process should precede the annexation of new lands, such as those already within Baton Rouge’s urban services area. One of the primary recommendations of this plan is to make neighborhood and small area planning a key strategy for expanding housing options in Baton Rouge. This includes reviewing existing neighborhood plans for consistency with the Vision and Comprehensive Plan, and updating them with implementation steps.~~

Planning for Expansion

Maintaining a ready supply of developable land is important for Baton Rouge’s economic well being so that businesses will grow and newcomers can find a place to live. However, new development must be planned and phased in a way that repairs and strengthens Baton Rouge’s existing urban fabric, makes efficient use of infrastructure and contributes to the City-Parish’s fiscal position. The most influential catalyst for new development is infrastructure – roads and utilities make vacant land accessible, usable and valuable, thus spurring construction. By contrast, “leapfrog” development, where new homes or employment areas are built far from existing urbanized areas, places heavy demands on public resources. Public safety, utilities, parks and recreation, and other services must be extended over larger areas without a proportional increase in rate-payers. Transit service quality rapidly deteriorates in sparsely populated areas, leaving residents with few alternatives to the automobile.

LAND USE

Part 3: Managing the Plan

Updating Zoning Codes (MOVE TO BEFORE ACTION ITEMS)

While the Comprehensive Plan is a statement of policy about the City-Parish's desired form and function, implementation falls to the UDC, which ~~provides~~ ~~applies~~ rules about building height and bulk, parking requirements, and other specific development ~~requirements~~ ~~elements~~. ~~Using prototype buildings to test a zoning code's effect on the shape, function, and cost of development will help ensure the UDC is effective.~~

Modern ~~development~~ zoning codes describe the types of places that should be built with ~~renderings~~ ~~images~~ and diagrams. They convey to the developer or architect how a building should relate to the street, while still allowing creativity in design. The result is a set of types of development that are desirable and can be built by right. Developers and communities benefit from more certainty, ~~and government agencies reduce their administration costs.~~

Currently, the City-Parish uses a planned unit development (PUD) process for many projects. This process entails a negotiation between the developer, the Planning Commission, and the neighborhood about the site design, layout, density, and use of a specific property. While there is an established process and procedure, the outcome is always hard to predict, and it can be a ~~complicated~~ ~~lengthy~~ and costly process for both the public and private sector. This is not to say that PUDs do not have their place or their advantages, but they should be used in those instances where an innovative solution is needed, a site is particularly difficult to plan for due to constraints, or other atypical situations. ~~Where the outcomes of many PUD processes are the same (i.e. allowing mixed-use buildings or a pedestrian-oriented site plan not otherwise allowed under the UDC), those criteria should be built into a standard zoning district for general use in the city.~~

ONE OF THE PRIMARY RECOMMENDATIONS OF THIS PLAN IS TO REVISE THE UDC

~~The UDC should include provisions for: Several lessons learned from the prototype exercise should be reflected in the updated UDC. East Baton Rouge Parish needs:-~~

- A range of zoning districts that allows mixed-use buildings and provide a wider range of uses by right or conditionally.
- Development regulations that require pedestrian-friendly, human-scale design for areas that are intended to be pedestrian oriented
- Revised setback standards that allow buildings along the sidewalk, rather than pushed to the rear of the parcel with parking in front
- ~~Sufficient density or intensity to make projects (particularly infill) financially feasible~~
- Develop regulations that encourage redevelopment on small parcels.
- ~~Development regulations that make redevelopment on small parcels feasible with an expedited review process~~
- Regulations to encourage the reuse of existing properties, even if the existing buildings and site design are non-conforming
- ~~Shared parking district overlay to be used in conjunction with a shared parking analysis to estimate actual parking needs~~
- ~~Adjusted parking requirements to more accurately reflect parking needs in the context of shared parking districts~~

Planning for Infill

In addition to new communities, the Vision for Baton Rouge ~~anticipates also envisions~~ a portion of new growth occurring in the form of infill development, which is the integration of new or rehabilitated buildings into existing urban areas. The FUTUREBR strategic scenario ~~assumes estimated~~ that 10% of new growth in the parish would take the form of infill or redevelopment. Infill can revitalize neighborhoods and main streets by providing new employment or housing and filling “gaps” in a streetscape.

Creating a strong market for infill development is not easy to do, however, and will require substantial planning, coordination, and skill to accomplish in Baton Rouge. The abundance of vacant land and the development community’s comfort and familiarity with suburban-style greenfield development is ~~a further~~ disincentive to infill development. In addition, financial lenders (both in Baton Rouge and around the country) tend to favor the tried-and-true methods of development – infill is usually a new concept. Consequently, like every city that has turned to infill as a growth and development strategy, Baton Rouge will have to build confidence in an understanding of good infill practices.

Two Scales of Infill Development

Infill projects tend to occur at two scales: the large multi-phase project that can cover several blocks, and small, parcel-by-parcel projects. This dichotomy emerges because larger projects make it possible to combine a ~~variety collection~~ of uses, such as housing, retail, entertainment venues, which help diversify the project and reduce risk. Often these projects are initiated by City-Parish

governments or redevelopment agencies that solicit developers and investors. Substantial public investment is usually needed, especially if the project takes place on a formerly ~~contaminated polluted~~ site or distressed area. The positive aspects of the larger-scale approach include delivering a collection of amenities under the umbrella of one project. These projects can change perceptions about an area and serve as the initial catalyst for more investment. The drawbacks to this approach are the substantial risk the public must bear, both financially and politically.

The second form infill takes is small, parcel-by-parcel projects that add gradually to a community. Investors adaptively reuse existing buildings, add on to them, or build anew. ~~Local City-Parish~~ governments can also play a role, usually through providing financing, development incentives, and technical assistance to individual developers. This can require just as much effort and attention by public agencies as the large infill project approach. Mobilizing small-scale capital projects is not a simple matter, and the risk for individual investors in those projects is ~~not in~~ substantial. But the long-term yields of focusing on many small projects can potentially outperform the single large project approach. Financial and political risk to the ~~locality City-Parish~~ is diversified when spread to many different projects. Furthermore, successful building prototypes in one neighborhood can be easily replicated in other neighborhoods. Finally, by fostering a cadre of experienced infill developers, the City-Parish can reduce its role as a financial partner for most infill projects and instead focus its efforts on areas that continue to need reinvestment assistance.

LAND USE

Part 3: Managing the Plan



Infill Strategy for Baton Rouge

Most likely, there will be a role for both large and small infill projects in Baton Rouge. But to achieve the vision, there will be a much more substantial need for small-scale investments throughout the City-Parish. The City-Parish's development process must facilitate those projects with ~~advanced neighborhood planning~~, clear and predictable zoning regulations, and the right incentives and tools to get them started.

~~Baton Rouge,~~ **The City-Parish**, like all established cities, holds ~~has~~ abandoned properties ~~that are in government ownership~~ because property taxes have not paid. A major impediment to disposing of these properties to the private sector and encouraging their redevelopment is problems associated with clouded or unclear title. For properties that have passed from owner to owner without title records, it can be very time consuming to clear title. Furthermore, the City-Parish is only authorized to sell vacant, abandoned or unlawfully occupied property whose taxes have not been paid since 1975.

The City-Parish should **take steps to** decrease the amount of time these properties remain unusable by reducing the time period until sale and enforcing the property neglect ordinance, which would encourage owners to maintain property.

Some properties are difficult to sell because of the presence **or perception** of hazardous substances, pollutants, or contaminants. These properties may be designated as brownfields based on federal criteria. Baton Rouge already has a brownfields program that uses ~~federal~~ Environmental Protection Agency (~~EPA~~) funds to **remediate** environmental damage on designated sites. Owners of properties that fit the criteria should be encouraged to participate in the program, ~~particularly if property is located on key sites identified by the small area planning process.~~

Part 3: Managing the Plan

As demand for infill projects increases, one strategy for encouraging the type of development described in the Vision for FUTUREBR is to fully utilize the land banking capabilities and authority of the Redevelopment Authority (RDA). The land bank could establish a revolving fund from sale of properties to acquire and assemble parcels of sufficient size to be economically viable for development.

~~The City-Parish must also find ways to reduce or remove barriers that are not always apparent early in the process. One of the major hurdles for rehabilitating old structures is fire and safety codes. Cities that have spurred successful infill and redevelopment have brought representatives from fire and police agencies into the planning and permitting process to help identify ways to ensure fire and safety requirements are met in the most cost-effective manner. They are able to provide advice and guidance early in the process, when major decisions about project layout and design can be made without significantly increasing project costs.~~

The City-Parish can make infill development more attractive by encouraging a clean and safe environment through ~~UDC~~ **code** enforcement. Robust code enforcement holds property owners accountable for the physical condition and safety of their properties, and can provide a means of remediating abandoned properties through code lien foreclosure. This can only be accomplished through persistent inspections, aggressive penalties, and the ability to enforce penalties for violations.

The lessons learned from a holistic approach to infill development include the need for a ~~cadre~~ **staff** of experts who understand the challenges of and solutions for infill development. A one-stop-shop for planning, permitting, and project assistance ~~is a~~ **can be** crucial element of a good infill program. Furthermore, these experts should manage and provide a consolidated toolbox of incentives and assistance programs.

Finally, all of the parties involved in promoting infill, from the City-Parish, to citizens, to developers, must keep in mind that it will take time for some financial and community benefits to materialize. Early projects may require some public financial backing, and no one project can fill all the gaps ~~on in a main street or center~~. But as Baton Rouge builds the technical capacity for infill in both the private and public sectors, the process will become easier to replicate ~~throughout the City-Parish~~.

LAND USE

Part 3: Managing the Plan

~~LOCAL IMPROVEMENT DISTRICTS / BUSINESS IMPROVEMENT DISTRICTS~~

- ~~• Improvement districts are used to generate revenue, usually as a property assessment or levy, for a collection of improvements, services or benefits~~
- ~~• They are geographically defined and property owners usually have to vote to create them~~
- ~~• A property's assessment or levy is usually related to the benefit they get from the program or investment~~
- ~~• They can be used for capital improvements or to maintain a service (i.e. shared parking garage, street cleaning service, branding program)~~

~~BOND PROGRAMS~~

- ~~• General bond issue with community investment projects~~
- ~~• Usually requires voter approval~~

Planning for Economic Growth

Baton Rouge's recent economic growth trends have **avored** ~~tilted toward~~ decentralized and fragmented employment and development. This has had negative effects on Baton Rouge's fiscal condition, as infrastructure and service burdens have stretched tight budgets. The challenge for Baton Rouge is to reverse this trend ~~and grow or attract businesses back to its centers and corridors.~~

Planning and zoning, while not typically thought of as economic catalysts, can play a major role in Baton Rouge's economic development. Advanced planning and carefully designed ~~form-based~~ zoning codes add value by removing uncertainty from the development process – both for neighborhoods and developers. Cities that have successfully spurred reinvestment in their cores and corridors have done just this. Development is a risky business, but that risk can be mitigated when a community's goals and objectives are expressed by a plan and allowed by **regulations** ~~right.~~

Furthermore, Baton Rouge's land-use program must be attuned to the needs of its larger industries and employers. The City-Parish's supply of **appropriately designated employment** land must be carefully monitored to ensure that existing businesses can grow and new businesses can locate here. Baton Rouge has a long established history of recruiting and retaining key employers. This pattern should continue under this plan, but with more emphasis to attract a proportional share of regional employment growth to the City-Parish.

~~At the same time, the needs of larger industries should not overshadow those of small businesses and entrepreneurs. A land-use program that encourages a diverse array of uses along corridors and centers will help deliver the space and services needed by entrepreneurs. Linking employers with trained workers and encouraging a diverse range of housing types are also important elements of an effective economic development strategy.~~

PART 4: Goals, Objectives and Actions to Achieve the Vision

This section details the land use goals, objectives and actions that will move East Baton Rouge Parish toward the community's Vision.

Goals are the big overarching ideas, changes or practices that are essential to realize the community's Vision.

Objectives establish specific, measurable, attainable and realistic goals that guide how the Comprehensive Plan is implemented in a way that will achieve the Vision.

Actions outline the steps needed to achieve the objectives.

STRATEGIC IMPLEMENTATION PLAN:

In addition to goals, objectives and actions, the Plan recommends the strategic actions that should be taken in the first 3 to 5 years following plan adoption. These strategic actions are found in the Strategic Implementation Plan.

LAND USE

Part 4: Goals, Objectives and Actions

Land Use Goals

1. Use the adopted Comprehensive Plan to guide development decisions.
2. Make land use decisions that contribute to the Vision and East Baton Rouge Parish's economic vitality.
3. Build a community fabric of distinctive neighborhoods and diverse districts where Parish residents have access to local commercial areas, schools, libraries, parks and open space areas.
4. Maintain, stabilize and strengthen existing neighborhoods, making them places where new residents are attracted to live.
5. Promote ~~integrated~~ development patterns that encourage greater connectivity and walkability.
6. Put procedures, processes and tools in place to effectively and equitably implement FUTUREBR.
7. Ensure that areas where new growth is occurring benefit from ~~high-quality~~ sustainable development
8. Preserve and enhance environmental assets.
9. Establish a mechanism and process to monitor movement towards realizing the Vision.
10. Enhance community design character by upgrading components of the built environment.
11. Support a distinctive urban identity, enriched sense-of-place, and high quality of life.

Land Use Goal 1

Use the adopted Comprehensive Plan to guide development decisions.

Objective 1.1

~~Ensure~~ All City-Parish regulatory actions relating to land use, subdivision and development approval ~~are~~ should be consistent with the adopted Comprehensive Plan.

Actions to support objective 1.1

1.1.1 Align all land use regulations including the zoning ordinances, changes to the zoning map, subdivision regulations, ~~and the roadway plan~~ with the Comprehensive Plan.

1.1.2 Use the Land Use Plan categories to set the parameters for zoning districts with more than one zoning district allowed in each category.

1.1.3 Review all regulatory actions relating to land use, subdivision and development approvals ~~for consistency~~ in context with the Comprehensive Plan to ensure consistency.

~~1.1.4 Allow implementation flexibility to support the desired design, density, job creation, and related goals as outlined in the Vision.~~

1.1.5 Consult adopted small area and neighborhood plans in guiding development and zoning decisions.

Objective 1.2

The Comprehensive Plan is ~~amended or~~ updated to reflect development. ~~Reflect~~ policy changes in the Comprehensive Plan.

Actions to support objective 1.2:

1.2.1 Amend the Comprehensive Plan to reflect changes resulting from policy decisions.

Part 4: Goals, Objectives and Actions

Conduct an Evaluation and Appraisal of the entire Plan every five years to determine progress towards the Vision. Plan amendments should be made at least once a year to ensure consistency between the plan and policy decisions.

1.2.2 Amendments can be initiated by citizens, the Planning Commission, or the Metropolitan Council. (MOVE TO AFTER 1.2.5)

1.2.3 Use the Vision map to provide general guidance for amending the Land Use Plan.

1.2.4 New Land Use Plan categories should be consistent with the Vision.

1.2.5 Use the Vision to inform policy decisions using the following indicators:

- Do the proposed plan amendments provide the kind of places described in the Vision?
- Do the proposed plan amendments support the transportation, employment, and housing mix goals for the City of Baton Rouge?

Land Use Goal 2

Make land use decisions that contribute to the Vision and East Baton Rouge Parish's economic vitality.

Objective 2.1

Baton Rouge aims to capture a larger proportion of the region's future commercial and housing growth recognizing market forces.

Actions to support objective 2.1:

2.1.1 Adopt a **Ensure that the** land use map that provides for **diverse housing types** and allows at least 20 years of **desired growth, including anticipated housing and employment needs.** **The City Parish should maintain an inventory of developable land (including parcels available**

THE VISION MAP

- Represents the types of places the land use program works to create
- Is intended to represent long-term growth and transportation concepts
- Guides the plan, map, land use and transportation policies, but is not a regulatory tool

THE PLAN MAP

- Translates the Vision building blocks into land use plan categories
- Guides zoning decisions in conjunction with a location analysis
- Describes in detail desired environments
- Is designed to provide a broad framework to guide the development of small area plans and neighborhood plans

LAND USE

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~~for infill and redevelopment) and follow a standardized process of planning and assessing capital improvement needs before acquiring new land via annexation.~~

~~2.1.2 Use the small area planning process to rezone property prioritize areas where change is desired so that land is available for desired development. (MOVED TO COMMUNITY DESIGN)~~

~~2.1.3 Reassess zoning capacity in relation to this goal every five years.~~

Objective 2.2

~~Land use decisions should be consistent with the Vision and Plan maps. DELETED: All actions consolidated as indicated below.~~

~~Actions to support objective 2.2:~~

~~2.2.1 Use the Vision map to provide general guidance for amending the Land Use Plan. MOVED to LU 1.2.3.~~

~~2.2.2 Allow implementation flexibility to support the desired design, density, job creation, and related goals as outlined in the Vision. MOVED to LU 1.1.4~~

~~2.2.3 Use the Vision to inform policy decisions using the following indicators: MOVED to LU 1.2.5~~

- ~~• Do the proposed building block and plan categories provide the kind of places described in the Vision?~~
- ~~• Do the proposed building block and plan categories support the transportation, employment, and housing mix goals for the City of Baton Rouge?~~
- ~~• Do proposed transportation investments~~

~~support surrounding land uses? (relocate to Transportation Element)~~

- ~~• Have proposed transportation investments been designed using the context-sensitive solution process? (relocate to Transportation Element)~~

~~2.2.4 Use the Land Use Map for policy guidance to implement the Vision. DELETED due to redundancy.~~

~~2.2.5 Use the Land Use Plan categories to set the parameters for zoning districts with more than one zoning district allowed in each category. MOVED to LU 1.1.2~~

~~2.2.6 New Land Use Plan categories should be consistent with the Vision and should only be created or amended through the small area planning process. MOVED to LU 1.2.4~~

Objective 2.3

~~The Land Use Plan and map should be the basis of administrative development decisions permitted based on clear and objective~~

UTILIZING IMPROVEMENT DISTRICTS

Local Improvement Districts / Business Improvement Districts can be valuable assets for East Baton Rouge Parish as they have been for many communities around the country. These districts usually can:

- Generate revenue, usually as a property assessment or levy, for a collection of improvements, services or benefits.
 - Geographically define an area, wherein property owners usually vote to create them.
 - Assess a fee or levy that relates to the benefit a property gets from the program or investment.
 - Be used for capital improvements or to maintain a service (i.e. shared parking garage, street cleaning service, branding program).
- Be put before voters for approval.

Part 4: Goals, Objectives and Actions

standards in the UDC. ~~DELETED due to redundancy with LU Obj. 1.1.~~

~~Actions to support objective 2.3:~~

~~2.3.1 The Land Use Plan and Map should be adopted by the Metropolitan Council upon recommendation by the Planning Commission.~~

~~2.3.2 The Land Use Plan and Map should be amended by the Metropolitan Council upon recommendation by the Planning Commission.~~

~~2.3.3 Amendments can be initiated by citizens, the Planning Commission, or the Metropolitan Council. MOVED to LU 1.2.2~~

~~2.3.4 Plan changes should be reviewed and updated and should conform with zoning regulations. DELETED - Plans do not conform to zoning, zoning does to plans, and therefore redundant of Objective 1.1~~

~~Objective 2.4~~

~~The development environment allows Comprehensive Plan supports development recognizing market forces implementation to occur through market development. COMBINED WITH OBJ. 2.1~~

~~Actions to support objective 2.4:~~

~~2.4.1 Through the development and implementation of small area plans, ensure that adequate land to accommodate desired development is appropriately zoned and ready for development. DUPLICATE OF 2.1.2~~

~~2.4.2 Coordinate public support by consolidating development-related functions to streamline the development process.~~

~~2.4.3 Provide for a coordinated development~~

~~review process. DELETED - added to 2.4.2~~

~~2.4.3 Promote redevelopment through use of reductions in parking standards and the expansion of shared parking systems and other parking management tools.~~

Land Use Goal 3

Build a community fabric of distinctive neighborhoods and diverse districts where parish residents have access to local commercial areas, schools, libraries, parks and open space areas.

Objective 3.1

Meet the daily needs of residents near their neighborhood. Existing and new neighborhoods in which residents can walk to meet daily needs within 20 minutes should become the standard.

Actions to support objective 3.1:

3.1.1 Map existing and potential 20-minute neighborhoods

3.1.2 Differentiate areas by their natural variations of use, scale, and context, and establish standards to allow by-right support the development of new neighborhoods with distinct, identifiable centers and public spaces, a variety of transportation options and near neighborhood services. that are characterized by:

- A scale that is comfortable for pedestrians
- Mixed-use, mixed income and dense development near neighborhood services and transit
- A variety of transportation options
- Distinct, identifiable centers and public spaces

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- Lower speed streets
- Accessible design
- A street grid or connected network of local streets

3.1.2 Consolidated with 3.1.1

3.1.3 ~~Include 20-minute neighborhood characteristics in small area plans planning projects including:~~

- ~~The development of neighborhood-serving retail and service uses near existing neighborhoods, where appropriate; and~~
- ~~Allowing increased density of residents in appropriate locations to sustain the minimum level of retail and public services to support a 20-minute neighborhood.~~ MOVED TO COMMUNITY DESIGN

3.1.4 ~~Encourage neighborhood-serving retail and service uses near existing neighborhoods, where appropriate.~~ MOVED to LU 3.1.2

3.1.5 ~~Allow increased density of residents in appropriate locations to sustain the minimum level of retail and public services to support a 20-minute neighborhood.~~ MOVED to LU 3.1.3

Objective 3.2

Allow and encourage a balance a variety of land uses within walking distance of one another.

Actions to support objective 3.2:

3.2.1 ~~Integrate and balance land uses, so they complement the surrounding area.~~ DELETED - same as the Objective

3.2.2 Focus downtown development on increasing employment, urban-style housing, retail, parks, cultural and arts amenities and entertainment to create an active, vibrant 24-hour urban core.

3.2.3 Ensure that the development regulations support the development creation of higher density mixed-use areas at ~~major~~ Regional and Employment Centers across the City-Parish ~~served by transit.~~

3.2.4 ~~Build neighborhood facilities, such as schools, libraries and community centers, within walking distance of transit stations and homes.~~

3.2.5 Continue to implement Design Standards within established Character Areas to support the market transformation of commercial strips ~~along mixed-use corridors~~ into mixed-use corridors and arterials ~~boulevards.~~

3.2.6 Adopt regulations that support the development of pedestrian-oriented, mixed-use ~~campus~~ areas ~~that will serve~~ particularly within proximity to universities.

3.2.7 ~~Support mixed-use medical districts that provide housing, services and employment linked to natural spaces and the trail system within small area plans.~~ (MOVE TO COMMUNITY DESIGN)

3.2.8 Continue to allow ~~Encourage~~ upper-story housing and offices over ground floor retail in commercial areas ~~along main streets.~~

Objective 3.3

~~Residents should have~~ Provide access to multiple modes of transportation.

Actions to support objective 3.3:

3.3.1 Apply ~~Develop~~ urban design standards ~~guidelines~~ that encourage pedestrian-oriented, mixed-use development in appropriate locations ~~centers or main streets.~~

3.3.2 Use context sensitive solutions to

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ensure that centers and corridors are designed to support transit riders.

- 3.3.3 Improve accessibility by providing for sidewalk improvements and additional connections to local retail, services as well as to parks and natural areas.
- 3.3.4 ~~Enlarge the market area for~~ Increase bike and transit access to neighborhood supportive ~~supporting~~ services.
- 3.3.5 ~~Collaborate with school districts to improve accessibility and manage transport demand.~~
DELETED - redundant with other School Board related Action Items.
- 3.3.5 Ensure safe, accessible and direct routes to school for students and their parents from surrounding neighborhoods.

Objective 3.4

By 2030 East Baton Rouge Parish should strive to achieve a walk/bike mode split of eight percent or more residents walk or bike to meet daily needs.

Actions to support objective 3.4:

- 3.4.1 ~~Map existing and potential 20-minute neighborhoods.~~ MOVED to LU 3.1.1
- 3.4.2 ~~Establish a review procedure to gauge movement toward the 2030 target.~~ MOVED to LU 9.1.8
- 3.4.3 ~~Review policies to remove barriers and recommend policy adjustments if targets are not being reached.~~
- 3.4.4 ~~Update the Land Use Map annually.~~ DELETED - redundant with other policies

Land Use Goal 4

Maintain, stabilize and strengthen existing neighborhoods, making them places where

new residents are attracted to live.

Objective 4.1

~~Existing~~ Ensure that neighborhoods are ~~should be~~ stable and infill development should complement ~~existing building form.~~

Actions to support objective 4.1:

- 4.1.1 Preserve the character of established residential neighborhoods by ensuring ~~requiring~~ that new development complement the neighborhood's characteristics.
- 4.1.2 ~~Protect~~ Protect Promote the unique characteristics of existing neighborhoods as key to the city's long-term health and vitality.
- 4.1.3 Maintain the desirability of existing neighborhoods through public and private investment.
- 4.1.4 ~~Consult adopted area and neighborhood plans in guiding development and zoning decisions.~~ MOVED to LU Obj. 1.1
- 4.1.5 ~~Ensure that neighborhoods are served by and accessible to neighborhood commercial areas, parks, cultural areas and open space, libraries and schools.~~ DELETED - redundant with 20-Minute Neighborhood concept
- 4.1.6 ~~Continue to support and communicate with neighborhood associations.~~ DELETED - redundant with Action Items below.
- 4.1.7 ~~Facilitate communication between neighborhood associations, other organized groups and the City Parish to expand public involvement and provide easy access to information.~~ MOVED - LU 6.4.1
- 4.1.4 ~~Encourage applicants for zoning changes to meet with neighborhood organizations prior to the zoning review process.~~ MOVED TO LU

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6.3

~~4.1.5 Create a procedure whereby all applicants for the development of property which require action by the Planning Commission shall be required to certify that their application is not in conflict with existing deed restrictions or subdivision covenants.~~

4.1.6 Provide **Ensure** appropriate transitions between non-residential uses and neighborhoods to protect stability and quality of life.

4.1.7 Encourage **Allow** neighborhood-scale servingn office ~~and~~ retail, or other non-residential uses **non-residential uses** to be located in residential community areas, primarily on **primary streets** significant roadways or at key intersections in neighborhood centers.

~~4.1.8 Continue to implement~~ Establish in the UDC a public notification procedure ~~that~~ which will ensures that the Federation of Civic Associations, adjacent existing subdivisions and neighborhood associations are notified and given an opportunity to comment upon the following activities prior to Planning Commission action:

- ~~The development of small area plans or districts.~~
- ~~Amendments or changes to the Land Use Map or existing Overlay Districts.~~
- ~~Changes in Zoning Designations.~~
- ~~Proposed changes to the street network for the purposes of improving connectivity.~~
- ~~Any study or policy change which will designate or create “critical areas” of change or which will identify areas whose~~

~~character are to be preserved.”~~ **MOVED TO LU 6.3**

~~4.1.8 Amend zoning regulations to expand discretionary approval of uses while ensuring compatiability with the surrounding area.~~

~~4.1.12 Create a procedure whereby all applicants for the development of property which require action by the Planning Commission shall be required to certify that their application is not in conflict with existing deed restrictions or subdivision covenants.~~
MOVED to LU 4.1.5

Objective 4.2 MOVE TO COMMUNITY DESIGN

Support the ~~efforts of community development organizations across~~ East Baton Rouge Parish Redevelopment Authority (RDA) efforts to provide residents in distressed neighborhoods access to programs and partners to improve and stabilize their neighborhoods.

Actions to support objective 4.2:

~~4.2.1 Develop a neighborhood Community Improvements Plan (CIP) for home improvements, traffic calming, connectivity and bike and pedestrian improvements.~~

~~4.2.2 Assist and support City-Parish, state, federal and private agencies in addressing crime, education and social service issues to strengthen neighborhoods and stem deterioration.~~

~~4.2.3 Implement programs to encourage affordable homeownership and owner occupancy in areas with high concentrations of rental single family housing to help stabilize existing distressed neighborhoods.~~ **DUPLICATE IN HOUSING**

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- ~~4.2.4~~ Develop programs focused on housing rehabilitation for rental and ownership units. **DUPLICATE IN HOUSING**
- ~~4.2.5~~ Partner with nonprofit community housing development groups. **DUPLICATE IN HOUSING**
- 4.2.6 Encourage infill housing on vacant lots in existing neighborhoods, through assistance with acquisition, pre-development, development and homebuyer subsidies.
- ~~4.2.7~~ Increase building and UDC enforcement efforts throughout the City Parish and especially in areas identified for redevelopment and revitalization. **MOVE TO COMMUNITY DESIGN**
- ~~4.2.8~~ Provide adequate resources and monitor performance to assure adequate administration and enforcement of existing codes and ordinances including zoning, subdivision, sign controls and new ordinances. **MOVE TO COMMUNITY DESIGN**
- ~~4.2.9~~ Revise policies and procedures to allow for more expeditious disposition of adjudicated properties.

Objective 4.3

The city's historic resources are should be protected, preserved, restored and adaptively reused. Adaptive reuse of existing buildings should maintain existing neighborhood patterns and repurpose unused structures through incentivized renovations, façade improvement grants, and related programs. **MOVE TO COMMUNITY DESIGN**

Actions to support objective 4.3:

- ~~4.3.1~~ Incorporate amendments that support the preservation of historic resources into the UDC. **MOVE TO COMMUNITY DESIGN**

- ~~4.3.2~~ Assure Ensure that neighborhood plans and small area plans support preservation objectives.
- ~~4.3.3~~ Update the historic preservation criteria as needed to ensure compliance with federal and state guidelines. **MOVE TO COMMUNITY DESIGN**
- ~~4.3.4~~ Expand the program to protect additional resources. **MOVE TO COMMUNITY DESIGN**
- ~~4.3.4~~ Develop Fire Safety Codes appropriate for older structures. **DELETED**

Objective 4.4

The City Parish should Work in partnership with the East Baton Rouge Parish Redevelopment Authority to ensure that Revitalize underutilized land is revitalized through targeted infill and reinvestment.

Actions to support objective 4.4:

- 4.4.1 Create a bold vision for redevelopment that is matched with achievable market conditions realities and promote desired infill and redevelopment.
- ~~4.4.2~~ Identify realistic, successful markets that reflect desired uses.
- 4.4.3 Prepare and Implement the Community Improvement Plans already developed by the Redevelopment Authority including appropriate rezoning.
- ~~4.4.4~~ Assemble sites for redevelopment and the implementation of additional Community Improvement Plans and districts. **MOVE TO COMMUNITY DESIGN**
- ~~4.4.5~~ Prepare parcels for development, including development allowed by right on zoning districts, permitting assistance, etc.

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- 4.4.6 Identify viable funding alternatives that enable area-wide as well as specific project improvements such as Community Improvement Districts (CID).
- 4.4.7 Build public-private-nonprofit partnerships to create effective resources.
- ~~4.4.8 Establish operational procedures so new Support businesses so they can become catalysts for further community improvement rather than functioning as stand-alone projects. **MOVED TO ECONOMIC DEVELOPMENT**~~
- ~~4.4.8 Assemble sites for implementation. MOVED to LU 4.4.4~~

Land Use Goal 5

Promote **integrated development patterns for greater that encourage connectivity and pedestrian orientation.**

Objective 5.1

Promote well a more connected urban growth pattern with an extensive network of vibrant urban centers and development corridors spread throughout the parish.

Actions to support objective 5.1:

- ~~5.1.1 Provide Revise the FUTURE Land Use Map to ensure a balance of land uses, neighborhood scale transportation, and market economics to create mixed-use centers. Urban centers should include a compact mixture of uses, while corridor development should exist in a linear street-oriented form. DUPLICATE OF 1.2.1~~
- 5.1.2 Identify areas where the existing neighborhood character should be preserved and areas where critical change is desired.
- ~~5.1.3 Prioritize areas where critical change is desired to produce and implement small area plans. MOVED - LU 2.1.2~~
- ~~5.1.3 Prioritize public investment All into mixed-use centers and corridors. **DUPLICATE**~~
- 5.1.4 Support mixed-use neighborhood development around urban anchors, including Downtown, medical centers, universities, and other employment and light industry job centers.
- 5.1.5 Create incentives, both procedurally and economic, for the revitalization of new urban centers in targeted neighborhoods capable of supporting significant growth.
- ~~5.1.6 Strategically locate well-designed Support development density compatible with surrounding neighborhoods to create a vibrant area that promotes choices in public transit.~~
- ~~5.1.8 Increase densities at strategic locations capable of significant growth. COMBINED with LU 5.1.6~~
- 5.1.7 Direct public investment (libraries, community centers, schools, transit, parks, etc.) towards neighborhoods identified as needing greater assistance. compact neighborhoods targeted for priority growth.
- ~~5.1.8 Prioritize infrastructure investments to facilitate future development intensity density.~~
- ~~5.1.9 Implement the priority actions of Plan Baton Rouge II. DUPLICATE IN COMMUNITY DESIGN~~

Objective 5.2

~~East Baton Rouge Parish's successful neighborhoods are well connected, pedestrian-oriented and have active streetscapes. Connectivity operates at all levels — from the regional scale of transportation/transit, to the neighborhood scale of mixed-use developments,~~

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to the individual site plan scale. ~~DUPLICATE IN TRANSPORTATION~~

Actions to support objective 5.2:

5.2.1 ~~Evaluate potential regional and local public and private transportation projects and prioritize based on which projects will improve connectivity.~~ ~~DUPLICATE IN TRANSPORTATION~~

5.2.2 ~~Establish policies to require connectivity in new developments.~~ ~~COMPLETE~~

5.2.3 Develop regulations to address internal pedestrian circulation in larger developments.

Objective 5.3

~~East Baton Rouge Parish's pedestrian-oriented neighborhoods provide sustained~~ Support the creation of places that provide environmental, health, and financial benefits to the community ~~and promote the creation of places that embrace the human scale. Bringing homes, schools, shops, and offices within walking distance can transform the environmental, economic, social, and public health profile of our community.~~

Actions to support objective 5.3:

5.3.1 ~~Promote~~ Encourage pedestrian-oriented neighborhoods as the preferred development standard in appropriate areas.

5.3.2 ~~Identify and remove existing zoning/~~ Improve regulatory standards to remove impediments to pedestrian access.

5.3.3 ~~Review the regulatory structure to ensure characteristics that make a neighborhood pedestrian-oriented are permitted and/or required. Examples include:~~

- ~~• Pedestrian design for human scale, connectivity, and safety for those who prefer to walk more and drive less.~~

~~• Complete streets for engaging commercial and residential streetscapes that accommodate transit, pedestrians, and cyclists instead of just cars.~~

~~• Public space for public gathering spaces, focused urban centers, and main street commercial areas.~~

~~• Mixed-use areas for multi-faceted environments with integrated, accessible destinations.~~ COMBINED WITH 5.2.2

Objective 5.4

Promote infill development to bolster areas with prime redevelopment potential. ~~Infill development conserves both economic and environmental resources by adding increased density to reinforce existing infrastructure investments. Targeted infill growth is promoted over continued peripheral expansion.~~

Actions to support objective 5.4:

5.4.1 Invest in infrastructure upgrades that support development greater density in areas where change is anticipated prioritized infill zones.

5.4.2 Revise development regulations to facilitate infill development. ~~Promote infill development to bolster areas with prime redevelopment potential.~~

Land Use Goal 6

Put procedures, processes and tools in place to effectively and equitably implement FUTUREBR.

Objective 6.1

Improve development process.

~~The Unified Development Code (UDC) makes desirable development feasible and regulates less-desirable development to ensure consistency with the Comprehensive Plan.~~

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Actions to support objective 6.1:

- 6.1.1 Ensure that all permitting and regulatory processes are responsive, efficient, customer friendly.
- ~~6.1.2 Establish a “one-stop” permit center and review process for qualified economic development projects to enhance efficiency and predictability of the plan review and building permit process.~~
- ~~6.1.3 Incorporate the goals of the existing design overlays into the updated UDC. **MOVE TO COMMUNITY DESIGN**~~
- ~~6.1.4 Develop zoning to allow mixed-use infill development.~~
- 6.1.5 Streamline and consolidate the ordinance, especially districts and permitted uses to make UDC Make the UDC more user-friendly.
- ~~6.1.6 Revise the UDC to ensure that a diverse range of uses and building types can be produced by the marketplace.~~
- ~~6.1.7 Analyze the current UDC to determine deficiencies and recommend amendments.~~
- ~~6.1.8 Continue to allow mixed-use districts, ensuring that the FUTUREBR building prototypes and plan categories are included; evaluate the Planned Unit Development ordinances and process to ensure that they are aligned with the principles of the FUTUREBR Vision and Plan.~~
- ~~6.1.9 Develop guidelines for shared parking and the creation and utilization of shared parking districts.~~
- ~~6.1.10 Reduce parking requirements for historic buildings. **COMPLETE**~~
- ~~6.1.11 Revise set-back standards to allow buildings where appropriate to be built along the sidewalk, rather than the rear of the lot with parking in front.~~
- ~~6.1.12 Establish parking minimums based on best practices and allow the marketplace a role in estimating maximum parking needs. **COMPLETE**~~
- ~~6.1.13 Establish clear and objective standards for land use planning decision and implementation strategies. **DUPLICATE**~~
- ~~6.1.14 Develop clear and objective standards for making land use planning decisions, including the application of the UDC. **DELETED - same as LU 6.1.13**~~
- ~~6.1.14 Develop Revise the criteria for evaluating proposed land use changes that will enable the Planning Director to authorize appropriate levels of decisions.~~

Objective 6.2

~~Land use, buildings, streets, and open space should define and reinforce the positive elements;~~

DEVELOPMENT INCENTIVES

~~Many of the goals, objectives and actions call for incentives to encourage land use that supports the goals of the Vision. The three most common ways to create incentives for good development practice are:~~

- ~~1) **Efficiency incentives** – Remove administrative barriers and makes development decisions clear, fair, predictable and cost effective.~~
- ~~2) **Regulatory incentives** – Allows for density, FAR, other bonuses.~~
- ~~3) **Direct incentives** – Can provide subsidies or waivers on taxes and fees.~~

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patterns, and character of special places within the City Parish.

Actions to support objective 6.2:

- 6.2.1 Consider Incorporating form-based elements into the UDC as a tool to emphasize the physical character and form of development.
- 6.2.2 Analyze the parish to identify conditions and issues specific to individual corridors, districts, and neighborhoods. MOVED to LU 5.1.2
- 6.2.2 Develop urban design standards. COMPLETE
- 6.2.4 Land use, buildings, streets, and open space should define and reinforce the positive elements, patterns, and character of special places within the City Parish. DELETE - restates the Objective; also add to Conservation and Environment Element

Objective 6.3

Create a robust and meaningful public involvement process that emphasizes long-term consensus rather than project-by-project evaluation and approval.

Actions to support objective 6.3:

- 6.3.1 Standardize the process and implementation tools for small area plans. COMPLETE
- 6.3.2 Small area plans should establish priority implementation areas and development types, guide rezoning in priority areas to prepare land for desired development.
- 6.3.3 Use the small area planning process to maximize local public input, identify key implementation steps and support the

goals of the Vision for FUTUREBR. DELETED - redundant with other public participation policies.

- 6.3.4 Pursue small area planning processes that enable build-by-right zoning standards for desired buildings and uses. DELETED - redundant
- 6.3.5 Consistently involve stakeholders throughout the small area planning process. DELETED - accomplished via LU Obj. 6.4
- 6.3.3 Develop a CIP to provide public services necessary for desired development. DELETE
- 6.3.4 Encourage infill development and discourage scattered, sprawling development that is inefficient to serve. DUPLICATE
- 6.3.5 Coordinate CIP and utility plans with the Comprehensive Plan and Vision goals. DUPLICATE
- 6.3.6 Coordinate efforts between City Parish departments and agencies to foster efficient allocation of public resources to targeted neighborhoods, including the Brownfields Program and the East Baton Rouge Housing Authority. MOVE TO COMMUNITY DESIGN
- 6.3.10 Incorporate recommendations in zoning decisions that demonstrate consistency with the Comprehensive Plan's goals, objectives and actions. Recommendations should guide private development toward zoning that:
 - Maintains a healthy balance of jobs and households.
 - Protects and stabilizes existing neighborhoods.

LAND USE

Part 4: Goals, Objectives and Actions

- Establishes healthy neighborhoods.
- Emphasizes mixed-use development, especially around transit stations.
- Maintains an adequate transportation and circulation system.
- Provides land use consistent with the established growth targets.
- Maintains existing industrial and employment centers.
- Enables development consistent with Vision Building Blocks: DELETED - redundant with plan consistency requirement of LU 1.1.1

Objective 6.4

Baton Rouge Involve citizens, stakeholders, and interest groups in the planning process all have easy access to development information, FUTUREBR's Vision, Plan elements and maps, Strategic Implementation Plan, Monitoring Program, and Small Area Plans.

Actions to support objective 6.4:

- 6.4.1 Encourage applicants for zoning changes to meet with neighborhood organizations prior to the zoning review process. (MOVED FROM 4.1)
- 6.4.2 Make FUTUREBR Plan elements available on the Planning Commission's website, regularly update the information on the site and make alternative arrangements for those without Internet access. COMBINED WITH 6.4.3
- 6.4.3 Regularly update the Planning Commission website to facilitate information for the public. Improve accessibility of development information and update the summary of processes, schedules, tools, programs, and meetings on a website.

6.4.4 Continue to implement a public notification procedure that which will ensures that adjacent property owners and neighborhood associations are notified and given an opportunity to comment prior to Planning Commission action. MOVED FROM LU 4.1

Land Use Goal 7

Ensure that areas where new growth is occurring benefit from high quality sustainable development.

Objective 7.1

Require ~~Ensure~~ new development consistent with the Vision is supported and facilitated.

Actions to support objective 7.1:

- 7.1.1 Promote Create incentives to encourage development consistent with the Vision in designated growth areas.
- 7.1.2 Prepare small area plans that provide for and support growth in designated growth areas. When possible, prepare land for appropriate development by approving zoning consistent with the Comprehensive Plan. DELETED - redundant with other policies
- 7.1.2 Direct growth toward areas with adequate sewer, water, infrastructure, and/or areas with plans for the provision of those services. Encourage growth in areas identified as ready for change or needing greater assistance than the market can provide (see also LU 5.1.2)
- 7.1.4 Facilitate development applications in growth areas that are consistent with the Vision, compatible with adjacent land

Part 4: Goals, Objectives and Actions

~~uses, and provide connectivity within area development. DELETED - redundant with other policies~~

~~7.1.5 Prioritize infrastructure investments to facilitate future development density in targeted areas. DELETED - duplicate of LU 5.1.8~~

Objective 7.2

Future growth is planned and managed to create a more sustainable, affordable, and livable community.

Actions to support objective 7.2:

~~7.2.1 Become leaders in sustainability by promoting greater environmental awareness, actions, and benefits of environmental sustainability as a critical component of development policies. MOVE to Conservation and Environment Element~~

7.2.1 Promote higher density, mixed-use, pedestrian-friendly neighborhoods to reduce greenhouse gas emissions linked to buildings and transportation.

~~7.2.3 Establish a Green Building Strategy Panel to promote more ecological design measures for the built environment. MOVE to Urban Design and Neighborhoods Element~~

~~7.2.4 Target sustainable neighborhood demonstration projects to catalyze further Implement demonstration projects to encourage private sector investments in sustainable practices. MOVE to Conservation and Environment Element~~

7.2.2 Establish goals for reducing the City-Parish's and region's carbon footprint.

7.2.3 Create a streamlined permitting process to encourage sustainable building practices including building restoration and adaptive

reuse.

~~7.2.4 Create development incentives (FAR or density bonuses, reduced parking requirements, etc.) for projects that use sustainable or high efficiency technologies. DUPLICATE~~

Land Use Goal 8

(See Environment and Conservation element)

Preserve and enhance environmental assets.

Objective 8.1

Protect the Parish's ecology in the land development process.

Objective 8.2

Prioritize protection of open space that is of high ecological value.

Objective 8.3

Work with other agencies to provide outreach to the public, create guidelines and craft incentive programs to protect the Parish's ecology.

Objective 8.1

~~Protect and conserve natural and sensitive areas.~~

Actions to support objective 8.1:

~~8.1.1 Support and coordinate with BREC's planning efforts for protecting and conserving natural areas.~~

~~8.1.2 Review development decisions in close proximity to BREC parks to ensure relationship to consistency with the BREC Natural Resource Management Plan.~~

~~8.1.3 Identify key public landmarks and scenic views. COMPLETE~~

~~8.1.4 Establish buffer zones and protection areas around key ecologically sensitive areas to~~

LAND USE

Part 4: Goals, Objectives and Actions

~~ensure protection from development while not abrogating inherent development rights.~~
~~prevent future development within those boundaries, except for conservation and recreation activities.~~

Objective 8.2

Development on affected sites should be regulated to protect sensitive areas.

Actions to support objective 8.2:

- 8.2.1 ~~Update flood protection and stormwater regulations to ensure they reflect best practices.~~ should Continue to implement the City-Parish Stormwater Management Best Practices Manual and require development to be consistent with these measures.
- 8.2.2 ~~Continue to revise and use best management practices for development within floodplain areas to ensure state-of-the-art practices; consider limiting construction in certain areas to minimize threats to human life and property.~~
COMBINED WITH 8.2.1
- 8.2.3 ~~Conduct watershed-wide master drainage planning in coordination with small-area planning process to ensure the inclusion of water management techniques.~~
- 8.2.4 ~~Preserve Limit undeveloped in special flood hazard areas plain areas for stormwater conveyance.~~
- 8.2.5 ~~Investigate compensation programs to voluntarily purchase sensitive areas. MOVE to Conservation and Environment Element~~

Land Use Goal 9

Establish a mechanism and process to monitor movement towards realizing the

Vision.

Objective 9.1

Baton Rouge Develop tools to enable citizens should be able to understand and monitor change in a systematic way.

Actions to support objective 9.1:

- 9.1.1 Establish a land use and development monitoring program.
- 9.1.2 ~~Maintain a GIS Planning Management Information System within the Office of the Planning Commission to compile and maintain an accessible, centralized source of information, data, records and reference materials.~~
- 9.1.3 Continue to build upon the Parishwide GIS for automated mapping and database management of all property and public services information (e.g., land parcel and lot ownership, zoning, subdivision plats, floodplains, rights-of-way and servitudes, assessor's records, public infrastructure and utilities, permits, inspections, census data, natural features and hazards and other pertinent data for use by all City-Parish departments).
- 9.1.4 Coordinate GIS data with state and other agencies such as LSU, DOTD and CRPC in development, maintenance, and operation of the GIS system.
- 9.1.5 Monitor the status of previously approved capital projects to aid in updating the CIP and preparing the annual capital budget.
- 9.1.6 ~~Prepare a year-end report on the status of capital projects.~~

Part 4: Goals, Objectives and Actions

- 9.1.7 Establish models methods for calculating jobs and housing forecasts, and methods for assessing land capacity that are ~~IS To accommodate expected growth. These land use metrics should be~~ coordinated with a comprehensive transportation modeling program. Use City Parish GIS system to track and monitor growth.
- 9.1.8 Establish benchmarks based on the values expressed in the ~~FUTUREBR priorities and Vision to track and publish land use designation changes and development approvals. These benchmarks will be~~ the basis for evaluating the effectiveness of the City Parish's planning program. ~~DUPLICATE OF 9.1.9.~~
- ~~9.1.9 Ensure at least a 20-year supply of developable land is zoned for the anticipated housing and employment needs. The City Parish should maintain an inventory of developable land (including infill and redevelopment) and follow a standardized process of planning and assessing capital improvement needs before bringing new land into annexation. MOVED - consolidated with LU 2.1.1~~
- ~~9.1.10 Develop a monitoring system to gauge success of the goals and objectives of the Comprehensive Plan. It should track and publish land use designation changes and development approvals for housing, employment, and other uses both parishwide and at the neighborhood and district scale. CONSOLIDATED with LU 9.1.8~~
- 9.1.9 Publish an annual FUTUREBR Progress Report to describe benchmark progress and highlight

accomplishments. The report should include a section on 'lessons learned' and suggested action for improved performance.

- ~~9.1.12 Report on implementation progress annually in a formal Planning Commission document to assess progress, record amendments, and reset priorities. DELETED - duplicate of previous Action Item~~

Land Use Goal 10

(See Urban Design and Neighborhoods element)

Enhance community design character by upgrading components of the built environment.

Objective 10.1

Create and support quality streetscape design for an inviting, vibrant public realm. Elements include street spaces; building setbacks; sidewalks; and aesthetic pieces such as planting strips, street trees, and street furniture.

Objective 10.2

Signage along interstate roadways and commercial streetscapes should meet high design standards to improve the visual quality, safety, and convenience of the built environment.

Objective 10.3

Urban lighting which illuminate streets, parking areas, commercial storefronts, signage, architectural and landscape features, should meet high design standards to improve safety and visual quality of the environment.

Objective 10.4

Public art should be used to provide an important cultural and social expression; it is a key component